

National[★]

**CLEANER
AND DYER**

*First in
The Drycleaning
Industry
Since 1910*

MAY, 1958

How to develop sideline sales in coin offices

..... see page 50

Here are bleaching tips for spotters

..... see page 54

Thinking about air-conditioning your plant?

..... see page 62



*"We are working on a National Claim Adjustment
Code for fair settlement of all claims"—Johnson*

See page 37

*dust and lint in your solvent
can clog filter screens*

—use

HYFLO

—it protects screens,
keeps pressures low

A proper precoat of HYFLO* will prevent dust, lint and all other insoluble impurities from clogging your filter screen or cloth. This simplifies cleaning later. And by adding HYFLO regularly, you prevent rapid pressure build-ups, and get clean solvent for many loads.

J-M HYFLO, the original high speed filter powder, removes all insoluble soil but never active detergent. Solvent remains clean longer, assuring you of fresh, odor-free garments. HYFLO makes solvent recovery almost automatic and works with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of HYFLO for over 30 years. For the name of your nearest HYFLO dealer, write Johns-Manville, Box 14, New York 16, New York. In Canada, Port Credit, Ontario.

*Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder
service for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



Johns-Manville HYFLO



THE FILTER POWDER FOR CHARGED SYSTEM CLEANING



BUCKEYE CODE 166

AUDITED INSTALLATION REPORTS ON 1,070 LOADS

designed for PERCHLORETHYLENE Plants only!

INSTALLATION REPORT: *Buckeye* CODE 166

DATE Feb. 2, 1958

REPORT NO.
1852

PROCEDURE THIS TEST:

MAKE OF MACHINE 32 Types and Makes of Synthetic Cleaning Machines

NUMBER OF LOADS 1,852

POUNDS CLEANED 62,628

CLASSIFICATION OF LOAD Mixed — (all classifications)

NUMBER OF PIECES 52,055

NUMBER OF PIECES SPOTTED 8.007 15.38%

WET CLEANED 508 .97%

RERUN 1,431 2.75%

PASSED 42,109 80.90%

REMARKS:

No other soap or detergent manufacturer can make this kind of statement on report!

All figures verified by actual reports

Removes water-soluble soil—(more of it, too) without additional moisture!

Amazing safety in handling all Fabrics and Colors!

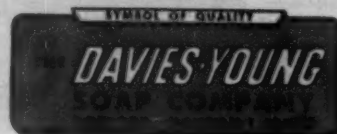
Practically reduces spotting and wet cleaning!

Dirt gets up and gets out—no does static!

Puts the DRY back into Dry Cleaning!

Embodied in this new Davies-Young synthetic detergent—BUCKEYE CODE 166—are all of the Buckeye-developed anti-static properties which produce the famous "LINT-FREE CLING-FREE" Dry Cleaning Process†. Prove it and profit by it in your own plant. Contact your local Buckeye Distributor now, or write us.

*Trademark of the Davies-Young Soap Company
†U.S. Pat. No. 2,729,676; Canadian Pat. No. 638,753; other patents pending.



Producers of Quality Products for the Dry Cleaning Industry Since 1844



DON'T IGNORE WASH-&-WEAR

Wash-and-Wear is

here - to stay!

You can't stop that.

But you CAN change it

from a THREAT to

an OPPORTUNITY!

The wash-and-wear idea was born when synthetic fibers were found insensitive to moisture. A wash-and-wear garment theoretically can be home-washed (even in a machine), tumbled or hung to dry quickly (as it sheds water fast), then worn "with little or no ironing" (it's wrinkle-resistant).

Wash-and-wear has popular appeal, and the manufacturers of those fibers, fabrics and garments naturally are promoting it to the hilt. But some important facts aren't being made clear in advertising and at point of sale:

HEAT-SENSITIVE HAZARD

Synthetic fibers (dominant in most wash-and-wear) are sensitive to heat. Excessive temperatures in drying or ironing can cause fabric distortion, puckered seams and ugly permanent glazing. Higher heat can destroy a fabric by melting fibers. *Heat above 275°F. must be avoided at all costs.*

But how many housewives know how hot an iron is?



FINISHING IS NEEDED

Most people won't wear rough-dry clothes. They'll iron their wash-and-wear suits and dresses, blouses and slacks. One touch of a too-hot iron means a ruined garment.

WASHING IS NOT ENOUGH

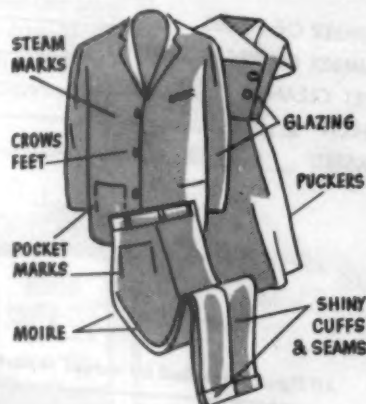
Home - washing alone, by hand or in a machine, can't remove all soil, spots and stains. So wash-and-wear garments (at least the better ones) sooner or later will go to the cleaner. Your job's to make sure it's *sooner*. When a synthetic fabric has been given slick seams, ironed-in wrinkles or over-all shine, *the damage is there to stay*.



A WIDE-OPEN OPPORTUNITY

An aggressive drycleaner will not let wash-and-wear drain his volume. He will USE it ... CAPITALIZE upon it ... to bring in new and bigger volume.

Trying to fight wash-and-wear will only make it look better and *you* look worse. The only logical course is first to make sure *you*



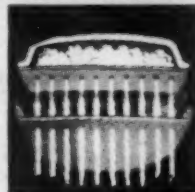
can handle it right—then go "all out" to get that business.

The trick is in the finishing. There must be no possibility of glazing fabrics, shining seams or putting in steam marks or moire or crowsfeet wrinkles. On synthetics, they would be *permanent* damage.

The answer is easy—but essential. Every press must have a Fabric-Safe Doubleplate on the head, and CushnTop Pad & Cover on the buck.

WHY FABRIC-SAFE IS VITAL

Drycleaners' presses were always too hot. Their 300°-heat makes wools harsh, dry and shiny ... makes silks slick and brittle. And when old-fashioned *single-type* pressplates are used, steam shoots through in violent superheated "jets" that leave steam spots. Ordinary plate surfaces often cause moire streaking (watermarking).



Single-plate method

The Fabric-Safe Doubleplate ends these problems. Its *inner* plate breaks up the "jets"—spreads steam evenly over the whole pressing surface. It cuts the temperature to an extra-safe 250°—fully 25° below the point where synthetics begin to glaze.



Doubleplate method

The *textured* surface of Fabric-Safe's *outer* plate prevents moire, eliminates 90% of shine, and keeps nap lively.

So Fabric-Safe means no steam marks ... no moire ... no ugly glaze ... and **SAFETY** for the delicate synthetics.

WHY CUSHNTOP IS ESSENTIAL

Glassy seam impressions, pocket marks and crowsfeet around buttons result from both heat and pressure. Buttons, seams, pockets and cuffs need "a place to go"—a *cushion* exactly where pressure is.

That's what CushnTop provides—a *permanent* resilience and flexibility at the point of pressure. Multiple thicknesses of fabric get precisely the same amount of pressure (therefore the same finishing) as single thicknesses. Result: no glazing of seams ... no buckside shine or moire ... no crowsfeet or broken buttons.

CushnTop supplements the Doubleplate in *preventing* damage to synthetic fabrics ... in *increasing* the cleaner's professional superiority over home-ironing methods.

*Make it work
FOR YOU!*

FREE
3-Color Posters
Available



HERE IS YOUR WASH-AND-WEAR CAMPAIGN

Fabric-Safe and CushnTop are your ONE means of getting on the wash-and-wear bandwagon with an effective campaign to get that business.

Such a campaign has been prepared by Bishop David Freeman Co. as a service to the industry. Stressing the theme of "Pro-

fessional Clothes Care," it utilizes all means of public contact: store windows and interiors, trucks, sales personnel, newspapers for advertising and publicity, direct mail to customers and retailers, and talks to consumer groups.

Four different 3-color posters are in the

Campaign Kit. Any one of them is given free with each order for Fabric-Safe or CushnTop. The complete Campaign is available to qualified cleaners through their favorite jobber.

This Campaign can be YOUR own "admission ticket" to huge and profitable wash-and-wear volume. USE IT.

Most Wash-&-Wear is made of heat-sensitive Dacron*, Orlon**, etc., that shine when pressed with hot, outmoded SINGLE-type plates. To get your share of Wash-&-Wear, each press MUST be fitted for SAFE finishing with both Fabric-Safe DOUBLEplate and CUSHNTOP.

NO "HOT" AND "COLD" AREAS...
uniform heat and moisture
conditions every fiber of every
fabric equally... none too
dry or too wet!

PATENTED AND
PATENTS PENDING

Fabric-Safe
DOUBLEPLATE

NO STEAM MARKS...

SAFE FOR DACRON*, ORLON**—ALL
HEAT-SENSITIVE SYNTHETICS

FAST FOR 10% MORE PRODUCTION

PROVED ON OVER 70,000 PRESSES
ALL OVER THE WORLD

*DuPont's trademark for polyester fiber
**DuPont's trademark for acrylic fiber

© 1958 B. D. F. Co.

FASTEST WRINKLE-REMOVAL
AND SHARPEST CREASING...
proper temperature and moisture
... for easiest shaping and
setting of every lay!

NEW SHOCK ABSORBING
HEAT RESISTANT PADDING
NEVER SHIFTS—NEVER LUMPS

NEVER LOSES
ITS RESILIENCY
NEVER LOSES ITS SHAPE

SPEEDS PRESSING
BOTH BUCK-STEAM AND
VACUUM ARE FASTER, BETTER

Fabric-Safe SIZES TO FIT
ALL MAKES AND MODELS OF "UTILITY" PRESSES
Utility dies, 38" to 48", including Hoffman CO-3 Pattern 41, Press 443 \$29.95
Mushroom dies, including Hoffman W-1, Pattern 1900, Prosperity 310 \$21.00
Large dies (over 48") and Loggers \$38.00

90% LESS SHINE

CUSHNTOP
BUK-PAD & BUK-COVER*

* PATENTED

F-L-E-X-I-B-L-E
SURFACE CONFORMS TO
PRESSING
CONDITIONS

CUSHNTOP BUK-PAD & BUK COVER
SETS TO FIT ALL "UTILITY" PRESSES

MODEL 18—20 Mushroom or "Topper"...\$ 9.95
MODEL 28—41—42—45 Utilities\$18.95
MODEL 43 Logger and 47 Utility\$24.95
MODEL 48 Logger and 52 Utility\$29.95



BISHOP DAVID FREEMAN CO.

MFRS.,
EVANSTON, ILLINOIS, U.S.A.

**ASK YOUR
JOBBER-SALESMAN**

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MAY, 1958

keep it **clean**

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MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:

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registered in U. S. Patent Office. Entered as 2nd class
matter June 1, 1948, at the Post Office, Lancaster,
Pa., under the act of March 3, 1879.



Cleaners in the metropolitan New York market will recognize this title immediately as the head of a Wallachs Inc. advertisement. This outstanding men's clothing store is one of our real champions, as witness the copy of their ad that appeared in New York papers recently:

* * * * *

We are sometimes asked whether dry cleaning is harmful to a good suit of clothes. As far as we have been able to find out, it is not. It may have been when harsh solvents were in use but not today. The danger is rather that a man will wear a suit for too long without cleaning. London's trade magazine, *Tailor & Cutter*, recently explained why.

"There is an enormous amount of smoke, dirt and grit in the atmosphere and this penetrates into the actual fibres of the suiting. After a while the dirt, instead of being removed by brushing, is pressed further into the material and causes it to become hard. This transition however is gradual and people do not notice the cloth becoming slightly sticky. The dirt must be coaxed out at regular intervals otherwise no amount of cleaning will remove it entirely. Without this maintenance a suit is not being treated properly and it is unfair to both your tailor and the cloth manufacturer."

To which we would add that trying to save a few pennies on dry cleaning is misguided economy. Take the trouble to find the very best dry cleaner in your neighborhood. There is no sense in coming to Wallachs for a first class Hart Schaffner & Marx suit and then giving it second class treatment.

Adv. Copyright 1958, Wallachs

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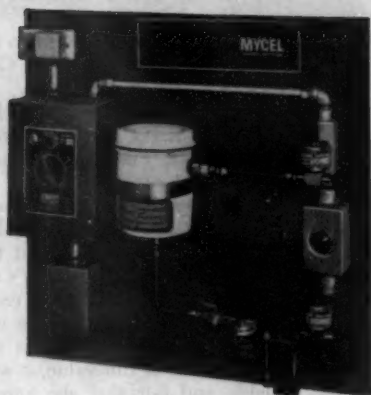
We urge you to get your local retail stores to run similar ads. This one is copyrighted, but ads of this nature would help you gain customer acceptance.

—Art Schuelke

**REPRINT SERVICE FOR OUR
READERS**—Please write promptly if you
want reprints of any article appearing in
this issue. Cost is \$15 per 100, one side of
a single sheet; \$21 per 100, two sides of a
single sheet. Additional 100's at \$1.70, one
side; \$1.90, two sides. Minimum order is
100 reprints. For reprints in color or re-
printed spreads or folders, please write
for prices and additional information. All
prices F.O.B. Lancaster, Pa.

Address the Editor:
NATIONAL CLEANER & DYER
305 East 45th Street, New York 17, N. Y.

OVER 5000 SUCCESSFUL INSTALLATIONS PROVE
THE EFFICIENCY OF STREET'S



Conductivity Control

THE FIRST AUTOMATIC MOISTURE CONTROL

A great industry has been revolutionized by this ingenious technique.

Following its introduction at the Cleveland convention in '53 over 5000 of the nation's most alert plantowners have standardized on the CONDUCTIVITY CONTROL PROCESS for the automatic control of moisture.

The balance sheets and profit and loss statements of these 5000-plus plants show that

(through the near elimination of wetcleaning) production costs have been so greatly reduced as to provide substantial increases in net profits.

Not only has CONDUCTIVITY CONTROL effected large savings in production costs but it has also established a new standard of quality and safety in drycleaning which is prompting hundreds of other progressive plantowners to adopt its use.

The ELECTRONIC CONDUCTIVITY CONTROL UNIT, invented, perfected, installed and serviced by STREET'S, is the only moisture control apparatus which has faced the scrutiny of a research fellowship (NID F-14) as well as widespread use in over 5000 leading plants. It is the only moisture control serviced by a corps of 50 factory trained field technicians.

DC-282 COPYRIGHT 1957

ALERT PLANTOWNERS who seek the advantages of advanced research, without the risk of experimenting with the unproven, may well communicate with the inventors and sole developers of the CONDUCTIVITY CONTROL PROCESS.

R. R. STREET & CO. INC. 561 WEST MONROE ST. CHICAGO 6, U.S.A.

CANADIAN PATENTS
NO. 530,943 AND 534,750.
OTHER PATENTS PENDING

LEGAL DECISIONS

"Farming Out" Contracts

What is the drycleaner's insurance liability on garments entrusted to another firm for servicing?

An Ohio court decision affords an important warning for cleaners and those to whom garments are entrusted for servicing without the owner's approval.

The owner of a fur coat insured for \$1,800 left it with a fur company for storage at a valuation of \$100, supposing the company had its own storage vault. Without her knowledge or consent the company entrusted the coat to the defendant, a fur service company, on a \$1 valuation.

While the coat was being returned to the fur company, the service com-

pany's driver left it in an unlocked and unattended truck, from which it was stolen. The customer's insurer paid her \$1,800 on its policy, then sued the defendant service company for full reimbursement.

The insurer was entitled to collect, it was decided by the Ohio Court of Appeals, Cuyahoga County, Cleveland, November 21, 1957, in the case of United States Fire Insurance Co. v. Paramount Fur Service, Inc., 145 N. E. 2d 844.

We summarize the court's reasoning so far as it fully applies to all cases where garments are received for any class of service on the owner's reasonable assumption that the recipient, not a third party, will service it.

Because the garment was insured by the owner at full value, it was reasonable and fair that she agree to a \$100 valuation, assuming the fur company would perform the storage service. But the facts showed that she never authorized the fur company to entrust the coat to a service company.

When the owner of a garment entrusts it to a "bailee" for cleaning, storage or other service, upon a supposition that the latter will perform the service, it is usually assumed that the customer reposes particular confidence in the skill, integrity and responsibility of the custodian.

It seems the customer or her insurer could have sued the fur company instead of the storage company for the full value of the coat, because it was unauthorizedly entrusted to the latter. The \$100 valuation did not contemplate a loss resulting from an unauthorized entrusting of the garment to a third party.

The court intimated that if a customer's garment is unauthorizedly sent to a third person for cleaning or other service, the customer has a valid claim against the party to whom the garment was entrusted regardless of the cause of the loss.

Finally, the court noted that where a third party has come into possession of a garment without any contract between it and the owner, and without the owner having actually or by implication authorized the party with whom he dealt to send the garment out for cleaning or other service, the third party has no right to lien for his service. He is liable for the full value of the garment in spite of a limitation of liability agreed upon by the owner and the second party or by the second and third parties.

**LIKE
MAGIC**

Takes guesswork out of marking!
Cuts Costs! saves time, money!



SAV-WAY

— so far ahead of
its field ... for large
and small plant-
operators ... get the
story—it's terrific!

The far-
advanced
method of
Marking
with
Piece Count
plus
Unit-
Control

**INSTRUCTIONS
CATALOG**

**PRE-MARKED
STRIP-TAG CO.**

Originators of pre-
marked identification

... New, advanced SAV-WAY Tags are a new page in the industry's low-cost, fool proof, garment and piece marking history ... a new page in the free "Pre Marked" catalog with its countless, proven, applications to your marking system ... All will vastly improve performance and results in every plant dept.

MAIL COUPON TODAY

PRE-MARKED STRIP TAG CO.,
3232 India St., San Diego 12, Calif.

Mail me NEW, FREE Instructions Catalog of pre-printed Marking and Identification Tags including improved SAV-WAY TAGS.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____

STATE _____

No training
required, any
employee can
learn to use
Pre-marked Tag
in 5 minutes.

... or ask
your jobber

"PRE-MARKED," the Industry's Name for STRIP-TAGS

THE SWING IS TO SNA-PON TROUSER GUARDS



- Snaps on any Standard Hanger
- Heavy Construction Assures Rigidity
- Tubular Shape Holds Firm
- Just Slide on and Press Down

Snow White Sna-Pon Trousler Guards are 50% easier to thread, 50% easier to handle, and 100% longer lasting than the average trouser guard. Tubular shape resists buckling and damage — Sna-Pon will not break down under weight of trouser regardless of service in closet. Try them — learn the difference.

NOTE: With production at capacity, all orders will be filled in the order received.

Contact your jobber, please

SNA-PON... STAYS ON
Approximately 1/2"
round — packed 2500
to carton. Carton size
is 25" x 16 1/2" x 16 3/4".
Shipping weight 36 1/2 lbs.



TILLERY CONTAINER CORPORATION

6000 WILSON AVE.

KANSAS CITY 23, MISSOURI

Sna-Pon Guards, ® Pat. Nos. 2510043-2510044-Canada Pat. No. 467993 (1950)

NEW PRODUCTS

AND LITERATURE

Adco Offers New Brochure on Cleaning Method

NOW!
Better cleaning
through a **NEW**
method

OUR
50TH YEAR

IT COSTS LESS
TO USE THE BEST

**without
sweetener powders
or distillation ??**

Adco, Inc. MADE IN U.S.A.

ANNOUNCING PROUDLY
THE GREAT NEW
"MIRACLE METHOD"
OF CLEANING
BY ADCO!!

THE BETTER YOUR SOAP AND SOLVENT
CONDITION...THE BETTER YOUR CLEANING

A new "miracle method" of drycleaning in petroleum and synthetic solvents is explained in a 32-page booklet just released by Adco, Inc., of Sedalia, Mo.

The booklet explains the use of three different products: Black Magic, described as triple-strength, super-activated carbon powder; Triple X Dri-Sheen Double Strength detergent for petroleum plants, and Perk-Sheen Double Strength Super Detergent designed for synthetic plants.

The brochure contains eight chapters, including cleaning procedures, gallonage figures for charging different size systems, humidity control charts, and procedures that are claimed to eliminate wetcleaning.

The manufacturer states that 10 major advantages are gained by using these products: (1) no distillation is necessary when Black Magic is used; (2) soap costs are cut; detergent strength is not reduced by Black Magic; (3) no rinse is necessary, saving time on every load; (4) 25 percent less filter cleanouts; (5) powder costs reduced—no sweeteners needed, less muck; (6) solvent stays "straw color," even in hottest weather; (7) no

filter pressure; less pump wear; (8) all odors guaranteed eliminated by use of Black Magic; (9) garments have brighter colors; (10) any cleaner can use 4 percent charge in present equipment—without a rinse.

The booklet further states that the development of Black Magic gives the cleaners using Adco's detergents the choice of 1, 2, 3 or 4 percent charge without any rinse. The detergents are said to work with all types of humidity controls. For those plants not using controls, Adco will supply a hygrometer at no charge when its products are installed.

Copies of the brochure and further information may be obtained by writing the manufacturer direct.

Dry-Side Fire Retardant

SAFEGUARD
Against FIRE!

A NEW and Approved

FLAME
PROOFING

SERVICE for all
TEXTILES...

DRAPES - CURTAINS -
SLIPCOVERS - BEDDING -
DECORATIONS - CLOTHING

2000

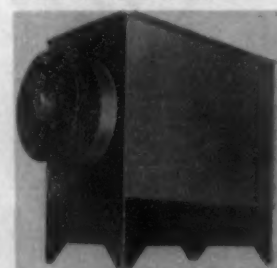
To help drycleaners develop another sideline, Signal Chemical Mfg. Co. has introduced a solvent-soluble fire retardant, said to be as easy to apply as a sizing or water-repellent treatment. Designated Duronite-200, this product dilutes with petroleum or synthetic solvents on the basis of one part Duronite

to four parts solvent. The garment to be treated is dipped in the solution, extracted and tumbled dry. The maker reports that Duronite will eliminate application and finishing problems such as shrinkage, color bleeding and wrinkling encountered with wet-side products.

Duronite-200 is said to show a zero-zero rating on all local, state and Federal fire-retardant tests.

For complete information write to Signal Chemical Mfg. Co., 5020 Richmond Rd., Bedford, Ohio.

Water Saver and Cooler



"Aqua-Mizer," new water saver and water cooler unit for drycleaning plants, has now been made available by the Excelsior Machinery Company.

The Aqua-Mizer guarantees high water pressure and effectively recirculates water for solvent coolers, reclaimers, stills, muck cookers and air-conditioning units, according to its manufacturer.

The Aqua-Mizer is freeze-proof, rustproof, and features an indoor tank and thermostat. Only the cooling section is installed on the roof and complete installation is said to be very simple.

The unit is completely aluminum with a plastic coating, and features automatic temperature controls and automatic fan switch.

Literature on the unit is available from Excelsior Machinery Company, 6175 Vermont Ave., Detroit 8, Mich.

Guards Spare Poly Bags

Tillery Container Corporation suggests its Sna-Pon hanger guards to prevent puncturing of the polyethylene bags used to protect cleaned and laundered garments. The ends of the Sna-Pon guards, being blunt, will not snag the plastic bags, Tillery claims.

For further information write to Tillery Container Corporation, 6000 Wilson Ave., Kansas City 23, Mo.

Water Repellent Texturizes

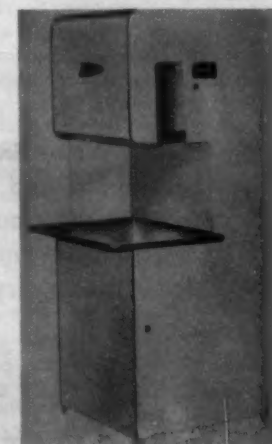


A new high-concentration water repellent and texturizer, "Pelotex," has been introduced by Spix Products Co. The preparation is based on a new formula which the manufacturer claims permits a higher concentration of waterproofing solids.

Pelotex contains a "homogenizing" agent which is said to prevent crystallization and to permit easy mixing at room temperature. Pelotex is used one part to five parts solvent, although its high concentration permits greater dilution for many fabrics. It acts as a dry sizing and, according to its manufacturer, gives fabrics a desirable texture.

Pelotex is furnished in 1-gallon jugs and 5-gallon cans, as well as in larger quantities. For further information write to Spix Products Co., 119 Dahlem St., Pittsburgh 6, Pa.

Automatic Shirt Packager



A new automatic shirt packaging machine that is designed to package up to 3,000 shirts per hour, operating on a cycle

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Worried about "Wash 'n Wear"?

Promote Re-Sizing
for Summer Profits!

*Get those cotton and Wash 'n Wear jobs
away from "Do-It-Yourself" housewives!*

PROCEDURES

DRY SIDE CLEANING AND SIZING

Follow regular careful cleaning procedure, then follow by re-sizing with DRYCON Dry Sizing by any of the following methods:

1. Dip Sizing
2. Batch Sizing in the Wheel
3. Stock Sizing in the Wheel
4. Spray Sizing



or WET SIDE CLEANING AND SIZING

1. Soak in RSR Digester Bath 15 minutes.
2. Give regular wet cleaning followed by thorough rinse.
3. Give medium extraction. (Heavy extraction produces hard-to-remove wrinkles.)
4. Immerse in SACON Wet Sizing bath followed by medium extraction.
5. Dry over Wind Whip or air dry in drying cabinet, or open air. (Do not dry wet cleaned garments by tumbling.)



Good Cleaning Followed by Professional RE-SIZING Will Make Your Summer Business Zoom! When customers get their garments back limp and lifeless, cleaners lose business. But when the cleaner not only does a better cleaning job, but also restores the bright, crisp-as-new look and "feel" to garments . . . the housewife is only too glad to turn her work over to a professional.

The importance of RE-SIZING cannot be over-emphasized. It's a simple operation . . . the cost is negligible . . . and no housewife can match the results you can produce.

WALLERSTEIN COMPANY, INC.
180 Madison Avenue, New York 16, N.Y.

FREE!

"Wash 'n Wear" Window Streamer

to let your customers know you clean and re-size "Wash 'n Wear" garments. Just mail in this coupon to **WALLERSTEIN COMPANY, INC.**
180 Madison Avenue, New York 16, N. Y.

FIRM NAME _____

ADDRESS _____

BY _____

as low as one second, has been introduced by E-Z Packaging Corporation.

Completely automatic, the E-Z Model 300 Shirt Packager has no switches, levers or buttons to operate. The weight of the shirt initiates the operating cycle. It works equally fast with shirts with or without bands,

shirt boards or collar supports. The Model 300 makes poly packages up to 20 by 20 inches in size. Exclusive with the E-Z Shirt Packager is Vue Poly durable polyethylene.

For information and literature write to E-Z Packaging Corporation, 4850 W. Belmont Ave., Chicago 41, Ill.

Caled Color-Codes Guide to Spot Removal



A new color-code system of spotting, "Selecta-Spot," has been introduced by Caled Products Company, Inc. Through the use of six spotting agents keyed by use of colored plastic spouts to a chart, the Selecta-Spot method is said to make professional work on all types of stains possible even by those who have had no experience.

The six colors—red, white, blue, yellow, green and orange—identify spotting agents contained in the 8-ounce shaker bottles. Colors to match the caps are printed on a plastic wall chart, giving a step-by-step guide to the sequence in which the agents are used to remove all major classifications of stains. After the spotter has identified the type of stain on which he is working, he (1) refers to the chart, (2) finds from the colored circles what spotting agents he should use, and in what sequence, (3) picks up the shaker bottle with the matching color cap, and (4) follows the procedure clearly outlined on the Selecta-Spot Guide.

The plastic cap on each Caled spotting agent is im-

printed with the general term describing it, as well as with its trade name.

Materials and equipment used in the new method are contained in one Selecta-Spot kit. The kit also contains detailed direction folders for the spotting agents. The quantity of each of the agents contained in the kit has been predetermined according to frequency of use.

Further information is available from Caled Products Company, Inc., 4200 Bladensburg Blvd., Brentwood, Md.

New Drycleaning System



Maniwoc Engineering Corp. announces its new perchlor single-bath Model 35 Primeliner handling over 100 pounds an hour.

A patented feature of the Primeliner system is the 40 g.p.h. "No-Surge-Over" which, according to its manufacturer, prevents contamination of distilled solvent by eliminating surging-over and foaming-over. The built-in storage tank contains a mechanical agitator which keeps sludge in suspension to be removed during filter cleanout. There is no need for manual cleanout.

The Primeliner is equipped

with fluid drive to give smooth, fast acceleration and prevent overloading of the motor and machinery. Other features include self-aligning doors on washer-extractor and tumbler, Marlow self-priming centrifugal pump, single-lever backwash and free-flow copper piping. The Primeliner is available with 1,500 g.p.h. cloth plate filter or, optionally, the Manitowoc/Olson tubular filter. Standard equipment includes the 40 g.p.h. No-Surge-Over and the Manitowoc 36-by-30-inch Super Speed Tumbler.

A new bulletin on the system may be obtained from the Manitowoc Engineering Corp., S. 16th St., Manitowoc, Wis.

Plastic Packaging Material

Cadillac Plastic & Chemical Co. has announced its new lay-flat polyethylene tubing available in widths from 3 inches to 16 feet. The tubing is used principally for packaging material.

Cadillac Plastic also distributes plastic films and flexible sheets in polyethylene. Complete size ranges are maintained in widths up to 32 feet.

For additional details write to Cadillac Plastic & Chemical Co., 15111 Second, Detroit 3, Mich.

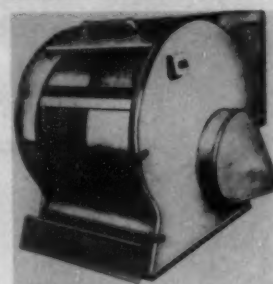
Ald Poster Program for Spring Sales



A new 1958 quarterly poster program as point-of-sale material for the use of authorized Westinghouse Laundromat equipped stores has been produced by Ald, Inc. The program is designed for use in both attended and coin-metered laundry stores.

Each Spring Kit contains a giant-sized banner in color, a spring cleaning steamer, a laundry store cartoon and a supply of Scotch tape. This year the company is featuring low-cost promotions that can be individually adapted to each store.

Combination Fur Drum



A new combination drum and cage volume-producing drum for cleaning natural and synthetic furs is being marketed by B. Mackler & Sons. It features the company's newly developed combination air-blowing unit and air-suction unit in one.

According to its manufacturer, a stronger force of air is stirred up by the air-blowing unit, thus scattering dirt and dust within easier and quicker reach of the powerful air-suction unit. The air-blowing unit is also featured for the elimination of the blowing of the furs after the caging process has been completed. Sometimes minor finishing may be necessary, states the manufacturer.

For further information write to B. Mackler & Sons, 155 W. 27th St., New York 1, N. Y.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

Quiet Office Conveyor

Automatic Specialties announced through its president,

Jean Smart says:

**"GOSH—SOLVENT COSTS
SLASHED UP TO 50%!"**

HOYT *Sniff-O-Miser*

sniffs up and accumulates those solvent vapors formerly air-wasted and unreclaimable, and returns them in liquid form for reuse. Enthusiastic operators report solvent costs slashed up to 50%!



*Spectacular
Unbelievable
Amazing Results*

**"Sniff-O-Miser" works with any perk drycleaning system.
Start Slashing YOUR Solvent Costs Today!**

HOYT

Hoyt Manufacturing Corp., 14 Forge Road, Westport, Mass.

Send Sniff-O-Miser details.

Name.....

Company.....

Address.....

HOYT Automatic Dryers, Reclaimers and Chillers



GOOD READING FOR WIDE-AWAKE PLANT MANAGERS

LEARN HOW BUCKEYE CLEAN-CHARGE® CAN HELP YOU REDUCE FINISHING COSTS AND BUILD SALES VOLUME

Buckeye Clean-Charge®, with its exclusive anti-static agent, eliminates static electricity that produces drag on the buck during the finishing operation.

THIS RESULTS IN HIGHER PRODUCTION PER OPERATOR PER HOUR . . . LOWER FINISHING COSTS

You also save on classification time. Buckeye Clean-Charge® enables you to tumble light and dark, hard and soft fabrics together. Yet they come out clean, dry and completely devoid of lint. And how customers love that!

Up, Up, Up goes customer demand for "LINT-FREE CLING-FREE" DRY CLEANING PROCESS†

Now that so many thousands of women have tried the "Lint-Free Cling-Free" Dry Cleaning Process† (and found it the answer at last to problems of lint and static in clothes) there's just no holding them! Plants and stores across the country report tremendously increasing demand . . . stimulated by their use of the many varied sales promotional aids available to them.

If you want to know more about the opportunity Buckeye Clean-Charge® offers you, write today.

*Trademark of the Davies-Young Soap Company.

†U.S. Pat. No. 2729576; Canadian Pat. No. 528758; other patents pending.



Producers of Quality Products for the Dry Cleaning Industry Since 1844.

Raleigh Murphy, the "Shamrock Auto-Veyor," which is claimed to be the quietest and most beautiful automatic call-office conveyor ever offered the dry-cleaning and laundry trade.

The conveyor features nylon bearings, operating over a specially extruded I-beam, giving it the title "Whisper Quiet Spacemaster." Other features include hanger sections joined on perfect centers with 30-degree angle storage.

Controls are all handled with

low voltage and an automatic dial, telephone-type dial, push-button manual controls, and a foot switch. All aluminum parts are etched and anodized to a smooth finish.

The Shamrock Auto-Veyor is offered in models for drycleaning, shirts, combination shirts and drycleaning, and laundry packages.

For additional information write to Automatic Specialties, Inc., 242 Walker St., S. W., Atlanta 3, Ga.

Stronger Press Cover From New Material



Sun Glow, a new cover material for drycleaning presses developed by Quality, is said to be 28 percent stronger than conventional press covers.

For further information write to Quality Products Co., 5760

W. Grand Ave., Chicago 39, Ill.

Shown in the photo are Ed Cunningham, national sales manager for Quality Products Co., and Miss Sun Glow, holding the new Qualitex Sun Glow pad and cover.

New Combination Garment Finishing Unit



The new Forse-Elrod Combination Garment-Finishing Unit allows two finishing operators to do more work than three pressers on conventional units, says its manufacturer.

The unit includes the Forse-Elrod pants top finisher and contoured utility press, both fully automatic, and the Forse-Elrod silk unit, which features

a silk press, steam board, ironing board and utility press all combined in one machine, and a set of air-operated puffers which free the operator's hands to hold the work.

The pants legs are finished on a right-hand contoured utility press, which requires one lay per leg. This press can be used

Continued on page 104

THE ANSWER TO BETTER PRESSING



Ajax AIR-OPERATED DRY CLEANING PRESSES



Touch Bar
Control

Pressure Delivery Unit

Has only one moving part . . . requires no adjusting mechanism. The designed simplicity of AJAX Presses gives you greater production at the lowest cost.

Sensitive Pressure

Any desired pressure immediately for perfect finishing. Only AJAX gives you the amazing sensitive pressure for fine, soft, "NO-SHINE"

finishing. Your customers can actually notice the difference.

Table Length Touch-bar Control

Gives operator greater safety and convenience. Operator makes lay, drops hand, and down comes the head. No groping for concealed buttons or levers. Also operates with foot control to relieve fatigue.

If you have a pressing problem phone EMpire 3-2743 or write AJAX PRESSES, Salt Lake City, Utah.

**A J A X
P R E S S E S**

SINCE 1929

SALT LAKE CITY
UTAH



"COMPACTNESS . . . EFFICIENCY . . . ECONOMY SOLD US ON MANITOWOC"

say the Salhaney Brothers, Uptown Cleaners, Grand Rapids, Mich. "Our Model 35 perchlor 2-bath units occupy a minimum of floor space and avoid a crowded, cluttered look in our shop. Re-runs have been reduced, and operation has been economical."

When the Salhaney brothers recently opened two branch stores in newly developed Grand Rapids shopping centers, they decided to install complete cleaning equipment in both shops. Each location can handle about 4,000 lbs. per week and should ultimately gross about \$2,500 weekly.

Quality is the key with Uptown Cleaners and the Manitowoc perc machines have consistently provided outstanding quality, even for 1-hour work. Because of excellent reclamation, solvent consumption is substantially lower. The highly efficient Manitowoc-Olson tubular filters eliminate soil redeposition, reducing re-runs to a minimum. Soap consumption is tremendously reduced.

"Diverti-Flo solvent control, found only in Manitowoc machines, prevents accidental mixing of the charged solvent and the rinse," noted Mr. James Salhaney. "We get the full benefit of the 2-bath process and are assured of the finest quality cleaning—a contributing factor to our unexpectedly high sales."

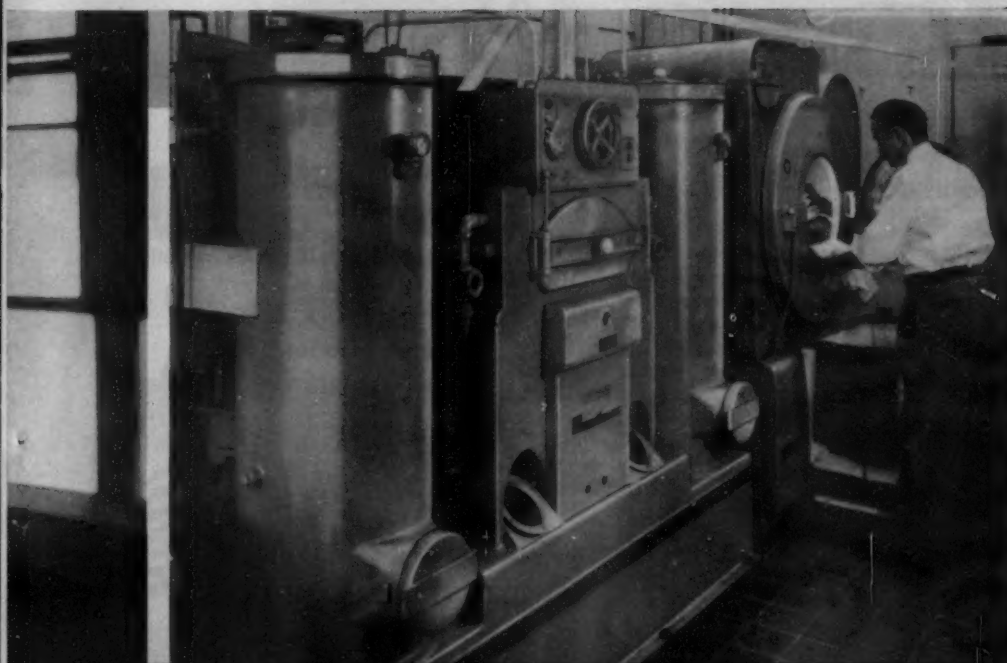
"Manitowoc equipment has proven to be the best choice for our particular operation," he concluded. "Our highly satisfactory experience with the two perc units has been profitable and pleasant. We anticipate long, trouble-free service from these well-engineered, economical machines."

3 plants . . . 3 brothers make money with Manitowoc

The three Salhaney brothers—Michael, James and Nicholas—have two shopping center outlets plus the main plant in Grand Rapids (top photo).



NATIONAL CLEANER & DYER



One of the two Manitowoc Model 35 Perchlor 2-bath units operated by Uptown Cleaners. Performance has been excellent, with output exceeding the anticipated poundage.

fast, low cost finishing

Perfect Manitowoc dry cleaning deserves perfect Manitowoc finishing! Choose from a full line including presses, fabric head finishers and toppers, puff sets, spotting and finishing boards, spotting guns and an automatic steam-air form finisher.



MUSHROOM PRESS



SUPER DELUXE FABRIC HEAD TOPPER

MANITOWOC

*Perchlor
140°F-105°F*



MANITOWOC ENGINEERING CORP., Dept. MRS-2

Manitowoc, Wis. (A subsidiary of The Manitowoc Company, Inc.)

Please send complete information on:

- ☐ Perchlor Dry Cleaning Systems
- ☐ Petroleum Dry Cleaning Systems
- ☐ Tumblers
- ☐ Stills
- ☐ Filters
- ☐ Spotting and Finishing Equipment

Name _____

Title _____

Company _____

Address _____

City _____ Zone _____ State _____

DC-7

BUSINESS BUILDERS

"Stop" Signs Win Community Goodwill



A theater-type reader sign in front of the plant is working around the clock to build goodwill and bring business to Burke's (Cleaners) of Beaverton, Oregon. The reader space on the signs is pledged, according to Howard

Burke, to civic groups in the Beaverton area. A request is all that's needed to obtain use of the sign space on one side for one week. No group can have both sides and it is not to run past one week.

Even with this rather strict limitation, space on the sign is always in demand and there is a waiting list for most of the months of the year.

"Because the sign readers are used only for civic announcements," Mr. Burke says, "people of the community have learned to look at the sign to learn what's going on. We have made repeated checks and a car rarely passes the plant without the driver and passengers looking at the sign."

The sign, below the reader section, has a large electric clock on one side of the support post and a thermometer on the other side. An electric flasher arrow below the clock points to the plant.

The clock and the thermometer were added recently. "We figure," Mr. Burke says, "if the readers don't stop them, the clock and the desire to know the temperature will."

be placed anywhere in the call office. Easter baskets and dolls offered with each \$5 order are displayed on racks attached to metal poles on both sides of the bicycle.

Here's Idea for Flag Day



With Flag Day coming up again this June 14, this can afford farsighted drycleaners the opportunity to accomplish a bit of public relations spadework by offering to clean flags free of charge. As a case in point, see the advertisement appearing above that was run by five of the leading drycleaning chains in and around New York City last year. Run in the June 6 issue of the *New York Daily News*, the ad was said to have improved customer relations and added prestige to the industry as a whole.

Color Changes

A new coat of paint is added twice a year to Francis W. Cleary's cleaning plant in Haverhill, Massachusetts. Mr. Cleary believes that changing is progress, so his plant bears a new color paint every six months. He also feels that by changing the decor, employees don't get bored looking at the same color walls year after year. The plant stays cleaner, too. Every change of coat, at the same time, keeps customers talking.

Since Mr. Cleary has his own maintenance man do the work, a new paint job costs about \$200. The \$400 each year is well worth it, feels the New England cleaner.

Functional Fixtures Display Plant Promotions



Movable display fixtures that can be set up anywhere in the call office are used effectively at Darko and Sons, Indianapolis, Indiana.

A bicycle presented each month as

a plant giveaway is highlighted at night with the use of ultramodern display lights attached to chromium poles. Poles adhere to the ceiling and the floor with suction cups and can

Don't let CAR COATS get your goat *Make 'em profitable with* **CALED SPRAY SPOTTER**

*The concentrated Liquid Spotter that cuts down
on Wetcleans — Spotting Time — Finishing Time*

**JUST SPRAY IT ON,
TOSS CLOTHES BACK IN WHEEL AND
GET RID OF 95% OF YOUR SPOTTING**

Here's All You Do: Mix 1 part CALED Spray Spotter with 4 parts water in a spraying tank or other container. Spray or brush lightly on badly soiled garments. You don't have to scrub or rub. CALED Spray Spotter does the job itself — saves you time and labor. Throw the garments back in the wheel with dry load. *That's it!* You've taken care of 95% of your spotting! Clothes will come out of the wheel really clean — ready to finish as fast and easily as the rest of your work.

It's fast...It's easy...It saves you time and labor

- ★ Use With Any System — All Charge Soaps
- ★ Use On Any Garment — Any Fabric
- ★ No Tamping — No Scrubbing — No Feathering
- ★ Big Help For Inexperienced Operators



If you'd like to get badly spotted pants, car coats, shirts, dresses, raincoats, overcoats clean in a hurry — CALED Spray Spotter is for you!

If you'd like to cut general spotting down to a bare minimum — CALED Spray Spotter is for you!

If you'd like to get today's work out today — CALED Spray Spotter is for you!

If you're looking for a one-shot, one-time spotter that will take care of almost all normal spots and speed production, CALED Spray Spotter is for you!

**Protect your profits
-- get your Caled
representative to
show you what
CALED Spray Spotter
can do!**

**CALED PRODUCTS CO.,
INCORPORATED**
BRENTWOOD,
MARYLAND

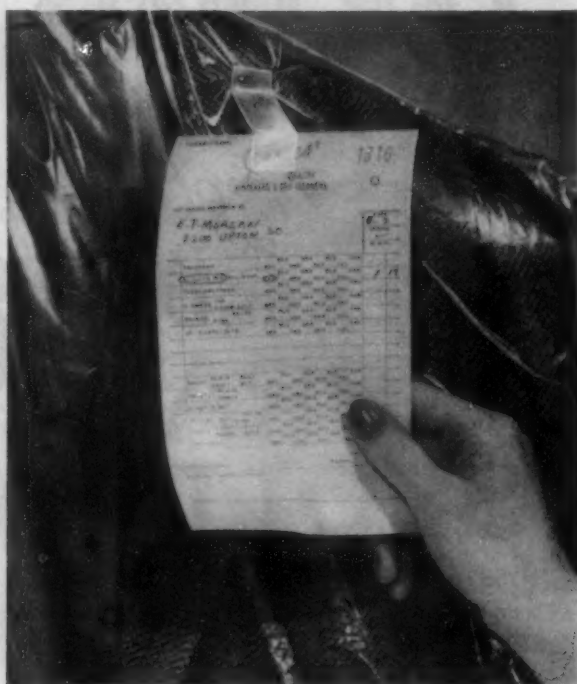


**... be sure it's
CALED SPRAY SPOTTER**

Quick Trick: "SCOTCH" Cellophane Tape holds tickets and protects the polyethylene bag!



Driver's copy pops out—no damage to bag!



Customer's copy lifts off—no damage to bag!

SEE HOW EASY! Here's the quick, simple way to attach work tickets—and remove them—without damaging polyethylene bags. Just slip the bottom ticket a quarter-inch higher than the top ticket and attach both at once with a short strip of transparent "Scotch" Cellophane Tape. Both tickets stay put, even when the bag is jostled in the truck or removed from a crowded rack. On delivery, your clerk or driver simply lifts the top ticket and takes out his copy from underneath, while your customer pulls off both the tape and her copy. No damage to the bag—it *stays* reusable to give you an extra sales feature. *You'll save ticketing time and money, too!*

See your supplier now for "Scotch" Cellophane Tape and the tape-saving Definite-Length Dispenser M-92 that delivers pre-measured lengths at a touch of the lever!

REG. U.S. PAT. OFF.
SCOTCH Tapes
BRAND
 for the **LAUNDRY INDUSTRY**

THE TERM "SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING AND MANUFACTURING COMPANY, ST. PAUL 6, MINN. EXPORT: 90 PARK AVENUE, NEW YORK 16, NEW YORK. CANADA: LONDON, ONTARIO

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW



**You'll be
ahead with
these
Warco Products.**



SILA-HAND

Protective Industrial Hand Cream. Recommended for all persons who work with chemical solutions. Contains Silicone which forms a protective shield resisting penetration of chemicals. Also contains Lanolin which replaces the natural body oils. 8 ounce jars or case of 24

TEN-MINIT BLEACH

Makes whites whiter while retaining the original softness and feel of the fabric. Takes two to ten minutes in cold water. Ten-Minit Bleach is the most widely used bleaching compound on the market. 10 lb. jars or case of 4 jars. 5 lb. jars or case of 6 jars.



ALL-COLOR BLEACH

An ideal agent for bleaching color combinations in one operation. Brightens the colors, whitens the whites. Bleaches out annoying perspiration and other stains. Water safe for all colors and fabrics. 10 lb. jars or case of 4 jars. 5 lb. jars or case of 6 jars.



PRE-OIL-BREAK

Removes oxidized oils, grease, butter, fats, syrups, beverages, etc.—in fact, Pre-Oil-Break is effective in removing up to 95% of all stains. Often self-sufficient without the application of other spotting chemicals. By the gallon or case of 4.



BIL-VIS-X

Reduces the use of soap or detergent by as much as 75%. Greatly increases the cleansing power of any soap solution. Brightens and restores the original appearance of fabrics. Does a better job for less money. 8 lb. jars, 25 lb. and 50 lb. drums.



SCRAM BLOOD

The instant blood removing agent—the undisputed leader in its field. Ordered and re-ordered by cleaners everywhere, because they recognize it as the very best. Compare Scram Blood's quality and price with any other. By the gallon or case of 4.



SIZE-RITE (DRYSIDE)

A non-yellowing thermoplastic type resin. Adds just the right texture, finish and over-all stiffness and body to fabrics. For use with regular or synthetic solvents. A superior sizing, easy to apply and reasonable in price. By the gallon or case of 4.



G and P REMOVER

Warco grease and paint remover is soluble in cold water. Paints, tars and oils are gone in a flash. G and P removes paint from automobiles. Widely used in dry-cleaning and laundry plants. By the gallon or case of 6 or 30 gallon drums.



SEND FOR OUR
FULL LINE BROCHURE

**ORDER FROM
YOUR JOBBER TODAY**



GADGETS and GIMMICKS

Attachments Aid Bagging



A few simple, homemade attachments to its polyethylene bagging machine have helped to improve the bagging operation at Acme Cleaners, Jamaica Plain, Massachusetts. According to George Lapides (shown in the photo), clerk at Acme, the addition of a light fixture atop the bagger provides needed extra illumination for checking stains. Also, a metal tray has been affixed to one side of the bagger to keep together and handy to the machine such items as a stapler, pins, sealing lubricant, etc.

Homemade Spool Rack

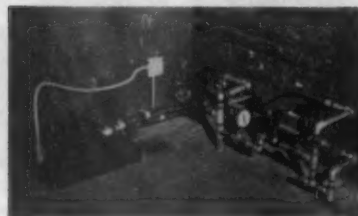


Bregy Cleaners, Chicago, Illinois, is always looking for some small improvement to make work a little easier for personnel in the plant. For instance, the alteration department previously kept spools of colored thread in drawers and in paper boxes on a shelf near the sewing machine. This meant that the operator had to look through each box to find the appropriate color thread.

A rack measuring 22 by 12 inches was constructed out of scrap lumber and mounted on the end of the sewing table. Nails were spaced across the

top of the rack and on the outside of the frame. Approximately 25 spools of thread can be stored where the seamstress can conveniently reach over, select the proper color thread without leaving the table. Bobbins for the sewing machine are kept on nails on the lower ledge of the rack.

Water-Saving Plumbing



The cost-conscious management of White House Laundry and Cleaners in Pasadena, California, saves precious water by reusing it. The water is used for solvent-cooling purposes in the dry-cleaning department and then is used in the laundry.

This is accomplished by a neat bit of plumbing in one corner of the cleaning room. A 1½ hp. motor-driven pump circulates water from the plant's 3,500-gallon storage tank in the laundry department through the still, the solvent reclaimers and the solvent cooler, after which the water is piped back to the laundry storage tank for reuse.

If necessary, the pump can quickly be switched over to using city water at any time. Otherwise, it goes merrily along circulating the water from the storage tank at a considerable saving.

To take care of the surge caused by varying pressures, the connections to the pump are made with flexible metal hose. All piping is underground and the pump itself is mounted on a 2-inch-thick cork block. Actually, it simply rests on the thick cork base without benefit of any tie-down bolts of any sort to keep down vibration.

Labor Percentage Formula

According to engineer Claude Lucas and plantowner Lew Parce, speaking at a recent San Francisco Workshop Clinic of the California Laundry & Linen Supply Association, the amount of productive labor required

for drycleaning can be figured from a simple formula. Mr. Lucas stated that the minimum standard for drycleaning production should be 9.8 pieces per operator hour, including all productive labor hours. To find the correct P/L percent, take average wage per hour and the average revenue per piece. The formula is:

$$\frac{\text{Average wage per hour}}{\text{Average revenue per piece} \times 9.8} \text{ (pieces per hour)}$$

For example, as used in San Francisco, average wage per hour in Al Santucci's plant was \$1.87, while revenue per piece was \$1.02. Using the formula this works out to \$1.87 divided by \$9.996 which equals a productive labor percentage of 18.71 percent.

Outdoor Solvent Drum

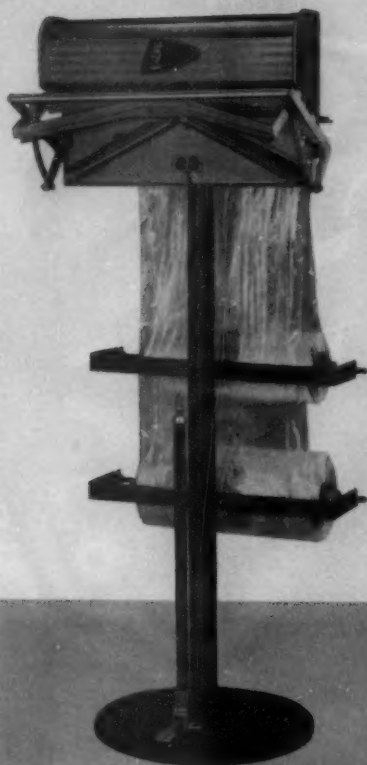


Situation of a 55-gallon solvent drum outside the plant has saved that much space in the drycleaning department at White House Laundry and Cleaners in Pasadena, California.

As shown in the photograph, solvent is introduced directly into the base tank of the cleaning unit by an underground line from a pump near the window at the far side of the room. The wall-mounted ¾ hp. pump makes use of a length of flexible hose connected to a 3-foot length of pipe which is inserted into a solvent drum placed just outside the plant window. Solvent is thus pumped into the storage tank at the rate of 55 gallons per minute.

Plans call for installing a line under the firm's blacktopped truck-loading area to the supply room in the garage area which will be a distance of about 100 feet. This will eliminate moving solvent drums from the supply room to outside the cleaning room each time solvent is needed.

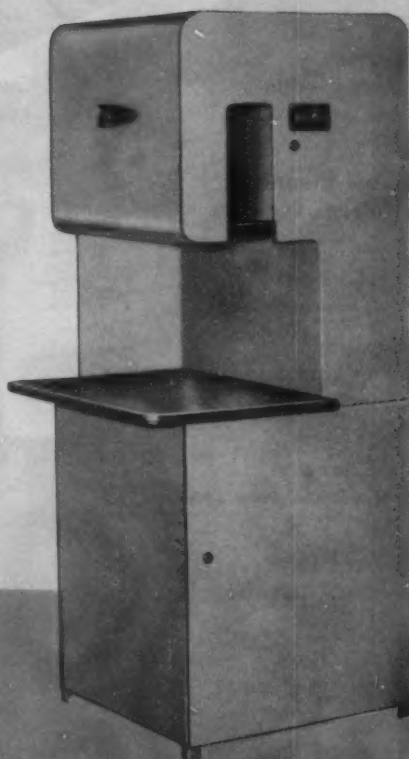
the Greatest Poly Packaging Achievements in the History of the Industry!



NOW! E-Z Quality Poly

- 21" x 3" ONLY
\$20.00 per Roll!
- 18" x 2" ONLY
\$17.00 per Roll!

Over One-Half Mill
Call Your Jobber Today!



For Your Dry Cleaning Department . . .

the E-Z "TWIN IMPERIAL"

Poly Bagger!

- Double Roll Racks Hold All Size Poly
- Automatic Gusset Openers
- No Springs, Motors, Air—Completely Trouble-free!
- Cold Knife Cutting—No Blocking
- Five Minute Installation—3½ Sq. Ft. Floor Space

For Your Shirt Department . . .

the E-Z "UNIVERSAL"

Poly Shirt Packager!

- One Girl Can Package Over 1800 Shirts Per Hour!
- Saves ½¢ per Shirt—Plus Labor—Over Ready Mades!
- Completely Automatic—No Buttons, Switches or Levers!
- Handles Any Type Shirt—With Or Without Bands, Shirt Boards or Collar Supports!
- Priced For All Size Operations—Large Or Small!

● Don't Buy Any Packager Or Bagger Until You've Seen Your E-Z Jobber!



4850 W. Belmont Ave., Chicago 41, Ill.

Use This Coupon
For Full, Fast,
Information!

E-Z Packaging Corporation
4850 W. Belmont Ave., Chicago 41, Ill.

- ☐ Send Information on the E-Z Bagger
- ☐ Send Information on E-Z Shirt Packager
- ☐ Who Is My Nearest E-Z Jobber?

Name _____

Firm Name _____

Address _____

City _____ Zone _____ State _____

These Fine Plants Can't Be Wrong!

Darko Cleaners
Indianapolis, Indiana

Hamblin Cleaners
Bowling Green, Ohio

Parkview Cleaners
New Orleans, Louisiana

Falcon Cleaners
St. Paul, Minnesota

Progress Laundry-Drycleaning
Indianapolis, Indiana

B & V Cleaners
Mountain Lakes, New Jersey

Cordova Cleaners
Birmingham, Alabama

Merit Cleaners
Baltimore, Maryland

Five Point Cleaners
Miami, Florida

Swiss Cleaners
Louisville, Kentucky

Stoddard Cleaners
Atlanta, Georgia



A few of the many with profitable UniMac installations.

Join them, because . . .

- You can offer UniMac Dryfold, a profitable service that brings in new customers. Increases drycleaning and shirt volume, too.
- UniMac is practical for fast shirt laundering.
- UniMac speeds the handling of wet cleaning and re-runs.
- UniMac pampers blankets and other specialties.
- UniMac individual washing eliminates customer loss claims. No marking, no netting, no sorting.
- UniMac is ideal for main plant and activating branch stores.

UniMac washes and extracts up to 120 lbs. per hour. Heavy duty and trouble free—requires little maintenance. Users say UniMac pays for itself out of savings.

Do It Now for Progress and Extra Profits!

GET ALL THE FACTS!
WRITE DEPT. N-58

UniMac
Company

723 Ponce de Leon Place, N.E. • Atlanta 6, Georgia

NATIONAL CLEANER & DYER

Introducing —two new low-odor solvents
with fast evaporation rates



SHELL SOL 360 and 36

Here are the outstanding benefits...

1. Evaporate twice as fast as conventional Stoddard solvent
2. Permit tumbler operation at a lower temperature without sacrificing capacity
3. Low odor
4. Over 100° F. flash point
5. Meet all Stoddard solvent specifications
6. In respect to fire hazard they are rated 30 to 40 in a class with kerosene, as determined by Underwriters Laboratories, Inc.

All are approved and listed by the National Institute of Dry Cleaning and Underwriters Re-Examination Service.

Other dependable Shell Solvents

SHELL SOL 105

Regular Stoddard Solvent

SHELL SOL 140 and 14

where high flash point is required

SHELL OIL COMPANY

50 WEST 50TH STREET, NEW YORK 20, NEW YORK
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA



EDITORIALS

Too Much Theory... Too Little Action

In this period of business readjustment, government, industry and labor are clamoring for the answer. Most panaceas offered border on the hysterical. What is worse, each economic group is pressuring for advantages for itself, shifting the dislocation to someone else.

The real solution is much deeper. This was dramatically pinpointed by Arthur H. "Red" Motley, president, Parade Publications, Inc., in a recent talk to the Sales Executive Club of New York. Because of the importance of his remarks, we have received permission to reprint them as they appeared in the March 18, 1958, issue of *The Sales Executive*, the official organ of that organization:

Agreeing with Groucho Marx when he said, "It's not so much that hard times are coming but that soft times are going," Arthur H. (Red) Motley, president, Parade Publications, Inc., pulled no punches in his dramatic speech before last week's assemblage of SEC's and guests in the Palm Terrace of the Hotel Roosevelt.

"I firmly believe," said Red, "that the bottom of this recession has been reached. But anyone who believes that we are going to pull out of it by increased government projects of any kind is just kidding himself." Red pointed out that there was no record in history of any government having spent its way out of a recession or a depression. He showed that such measures, though indulged in heavily in the 30's to an extreme never seen before, left us at the beginning of World War II with nine million unemployed and very little so-called prosperity.

Courage needed: Red cited the case of Scranton, Pennsylvania, where the citizens under the Scranton Industrial Committee did more toward relieving the distressed situation brought about by being a one-industry town—mining—than any Federal aid could do. This committee attracted new and diversified industries to provide more and varied jobs, greater economic security. Red further cited the case of Columbus, Georgia, "where a courageous new president of the Chamber of Commerce, backed up

by the local Georgia newspaper—*The Ledger Inquirer*—had guts enough to tell the local businessmen that they were never going back to protective tariffs that would permit the textile business to provide the amount of employment in Columbus that it once had. The local business people pulled out of their slump and are now really beginning to perk with increased diversification."

Tax cut unimportant: "The important thing to remember about our other recessions—whether it was the Democrats in the White House in 1948-49 or the Republicans in the White House in 1953-54—is that it was *not* the government that spent us out of the recession, it was the American consumer. Employment and spendable income," said Red, "continued at reasonably good levels. Merchants, finding their shelves bare during these 'inventory recessions,' began to reorder and America could properly be said to have 'spent' her way out of each recession."

Red further showed that even a tax cut of five billion dollars, as suggested by Vice-President Nixon the previous day, would only amount to about \$1.75 per week in the pay envelopes of every employed person in the United States. "If the American labor leader or businessman or politician," said Red, "expects \$1.75 more a week in the pay envelopes of those em-

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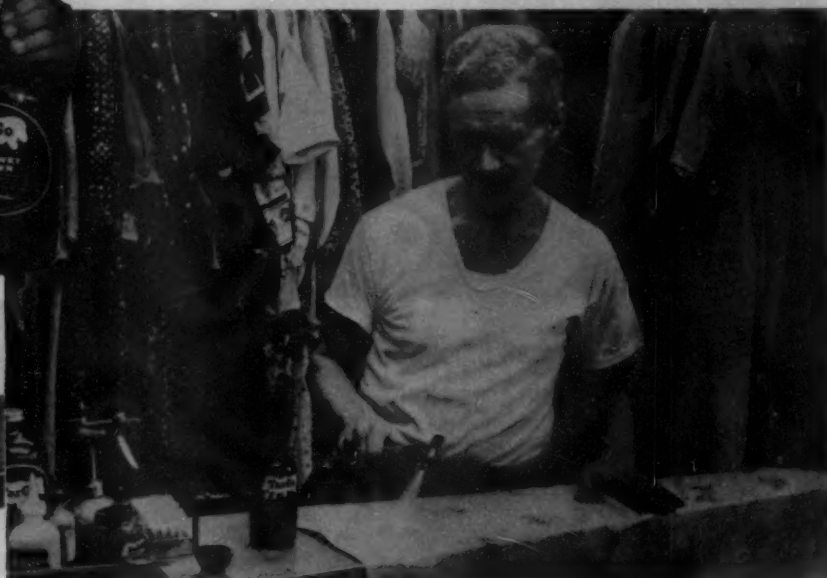
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quality drycleaning!"**



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Joe Gersch, Empire State spotter, says, "Nothing else does the trick like TarGo! It works fast...it works sure."

"We serve a hard-to-please clientele...that's why we can't afford to be without TarGo," says Mr. Falcone. "It's a life-saver for removing those tough oil-base stains that don't come out in cleaning. A drop or two of TarGo licks even the worst spots, and without a lot of rubbing and brushing."

Thousands of satisfied TarGo users back up Mr. Falcone's experience. They've found that TarGo's extra stain-dissolving power helps speed up spotting...gives the positive results that customers expect of a quality drycleaner. See for yourself how TarGo can improve your spotting operation—order a bottle from your jobber today.



NEW! FREE! "Spot and Stain Removal Handi-File"

For your copy write today, stating whether you operate laundry or drycleaning plant, or both.

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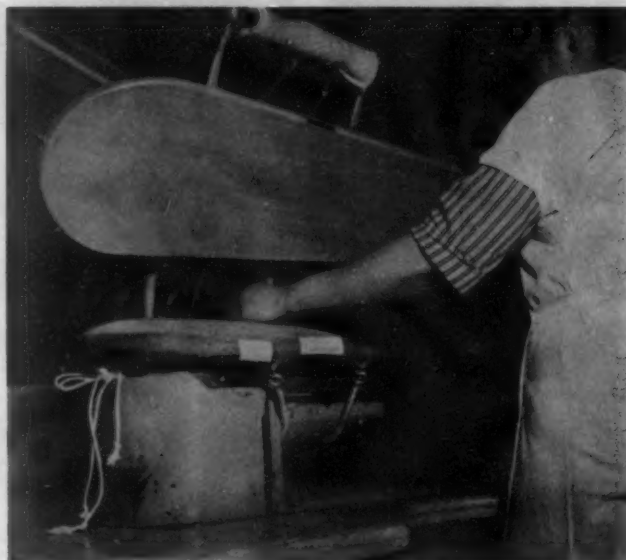
**"Stain
Removers
are our only business"**

Units are identically equipped—easy to shift work for more even production



Latest type pads and plates have slashed supply costs almost 20%

Two girls allocate work to all finishers. Trousers are handled on two press lines



Work is sorted on two lines for two sorters—second in room to right of photo



How One Plant Speeded Production

... with improved quality and lower production costs

By ART SCHUELKE

MAXIMUM PRODUCTION with consistently good quality in the finishing department is not easy to achieve. This is especially true in a plant that operates as many as 112 presses during peak periods. But it is being accomplished at Rand Cleaners in Brooklyn, New York, one of the large chains in the area.

What this plant has done over the past two years to bring this efficiency about should prove valuable information to the average plantowner, even though Rand's is about 40 times as large. The costs and problems are relative.

In the past, several girls were involved in the finishing of a single piece. One might do the steaming or puffing, another the pressing and still another handled touch-up. Since the girls were on piecework they would slough off poor work to the next girl to correct. Then, when garments were sent back from inspection, it was difficult to determine who was at fault, who should be penalized.

Two years ago major changes were made to alleviate the situation.

(Others were made recently, with spectacular results, but more of that later.) The plant shifted to individual unit production. Each work station in the silk unit and the miscellaneous wool department was fully equipped with a steam-air finisher, press and flap-head puff irons with vacuum.

It should be mentioned that trousers are handled separately in another department. That department has a top-per and legger for each station. Two girls comprise a unit, one topping and one legging.

Flexibility stressed

In the miscellaneous wool finishing department there are seven rows of presses. While the work is divided into rows by type (men's coats, ladies' coats, skirts, etc.), it is easy to switch from row to row since all units have identical equipment. The plant has complete flexibility.

The same holds true in the four rows of silk finishing units. Under this individual-unit production setup each girl is completely responsible

for the garments from her work station.

There are "line foremen" who are in charge of two rows of presses each. Every hour these employees inspect and count the finished garments right at the press. Any that need retouching are put back and not counted in that period of production. The piece count is recorded on a card kept by the finisher and is also tallied on the foreman's record sheet.

The results of this change have been spectacular. In one work station alone production rose from 16 to 30 pieces per hour. The over-all average increase is nearly 20 percent. More than that, quality is at an all-time high. The girls know there can be no more buck passing.

Incidentally, it is interesting to note that only female finishers are used at this plant. Every employee is company-trained. The firm hires only inexperienced help and has one person in complete charge of training girls according to Rand's procedure.

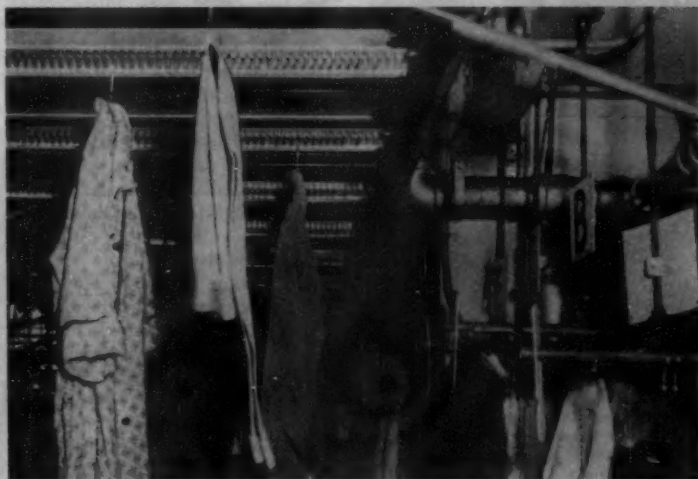
Other recent changes in auxiliary

Continued on page 28

Packages are sorted to conveyor ... work automatically drops off at proper rack



This conveyor-sorter makes 50 different separations





Neat streamlined look characterizes new Oregon plant. There's ample customer parking space

Plantowners design layout, architect takes over for

Beauty Plus Utility

By LOU BELLEW

ATTRACTIVE AND FUNCTIONAL are the two adjectives that best describe one of the newest plants in the Northwest, Skopil's Eugene Cleaners at Eugene, Oregon. It's no wonder this plant is so outstanding, for, realizing they were drycleaners and not builders, the Skopils engaged an experienced architect of proven ability to give them a top design.

In planning the building, the Skopil brothers did decide on the inside plant layout as to equipment and work stations. After hiring the architect, they showed him the site, gave him the

layout they had planned, told him they wanted an attractive plant around the layout with drive-in facilities, gave him the budget—and then sat back and watched.

As a result the wide corner lot now has a 30-by-90-foot building along the lot line. This building houses the processing equipment and storage area. The call office is in a brick-and-glass structure which, although joined to the main building, appears to be a separate building set at an angle to face the drive-in area. This area cuts diagonally across the front corner of the lot. The blacktopped area affords ample parking out of the way of drive-in customers. A low redwood fence screens off the remainder of the lot and adds to the low streamlined look of the main building.

The call office was intentionally built small to encourage customers to use the side window to transact business without getting out of the car. This building also houses the business offices.

Uncommon in other parts of the country is the manner in which the roof is supported. Because the Eugene area is the heart of the lumber industry, 30-foot lengths of 10-by-14-inch fir beams stretch across the ceiling of this long building. These big beams, in turn, protrude through the walls beneath the eaves and rest on timbers of the same size which are set upright along the outside concrete walls.

The total effect of the new Oregon plant is a job well done for both the architect and the Skopils. # #



Call-office girl pushes sliding counter extension out to car after opening call-office window. Counter eliminates dropped garments and unnecessary reaching

PRODUCTION SPEEDED

Continued from page 27

equipment for the presses have brought additional benefits to the plant. Rand's uses heat-reducing press plates on all presses. They have helped to produce a better quality finish and have cut the training time of new employees.

The latest change involves the use of a knitted buck surface that is bonded to a resilient underlining. While this has also boosted quality, there is an even more dramatic benefit. Note this: *The new type padding costs nearly 15 times as much as the old conventional materials. The press plates are about double in cost. Yet the plant is saving 19½ percent on plates and pads.*

This is due to the fact that the old padding had to be changed as often as every three days to a maximum usage of 10 days. The new covers last four to five months. Every other week the pads are washed with a synthetic detergent, rinsed and dried over the weekend.

The plates are kept in top condition, too. Every six months they are cleaned with a wire brush and water. They are lasting well beyond former plates, thanks to this maintenance program.

It was pointed out that Dacron slacks used to present a real headache with the old plates and pads. But the past season they were no problem at all, thanks to the new equipment. And this in spite of the fact that more trousers of this type were handled than ever before. In fact, synthetics zip through the finishing department just like wool fabrics.

Since the finishing has speeded up, the plant has made changes to move the work out of the department. Julius Miller, president, Leon Miller, treasurer, and plant manager Ben Feldman agreed that an automatic conveyor was the answer. Or at least part of the answer. The other part was the installation of an automatic sorter.

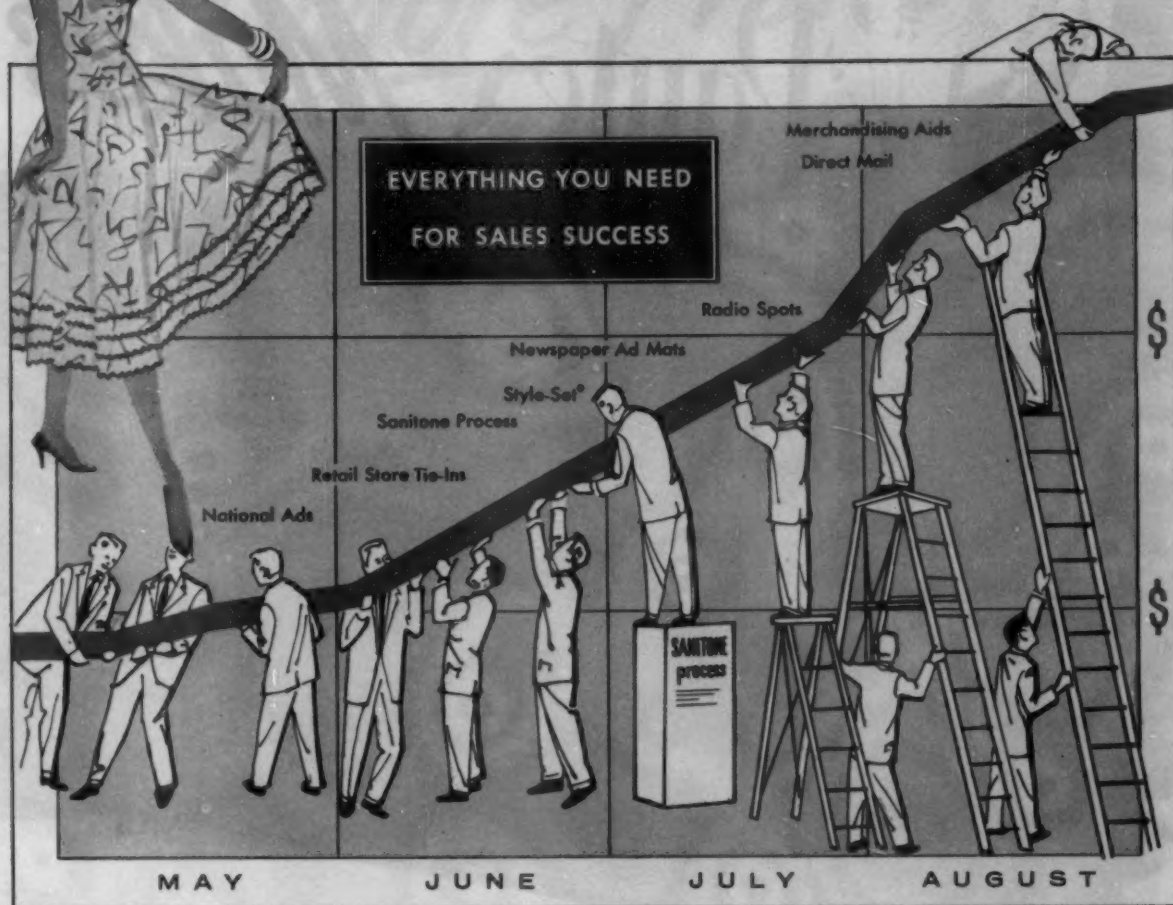
Actually, two sorters were put in since the plant has about 100 outlets and the sorters handle 50 segregations. In addition to a faster and more accurate sorting job, here is the real payoff. Rand's formerly had 13 girls working in this department. *Today it has four.*

And so Rand is spending money for equipment, supplies and changes in workflow. But it is coming back to them many times in improved service, better quality work and lower productive costs. As we said in the beginning, these same principles will work for any plantowner. # #

THE SANITONE COTTON CLINIC...

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Tailor-Made For Sanitone Licensees!



Increase profits too...

In addition to creating increased revenue from the cleaning of cotton dresses, the Cotton Clinic brings in new customers who like Sanitone cleaning and Style-Set® finish, the year 'round, for all their dresses. Summer after summer, in plant after plant all over the country, the Cotton Clinic Promotion has sent the sales curve climbing instead of dipping. This increase, too, is largely derived from new customers, the bulk of whom are so favorably impressed with

Sanitone quality that they stay on as customers.

This promotion is available only to accredited Sanitone Licensees... one of the many important reasons why it's better to sell Sanitone than to sell against it. It's also a very good reason for writing immediately to find out if yours is one of the localities where openings exist for new Sanitone Licensees. Do it now so you can participate in the 1958 Cotton Clinic Promotion. Write TODAY for the full story.

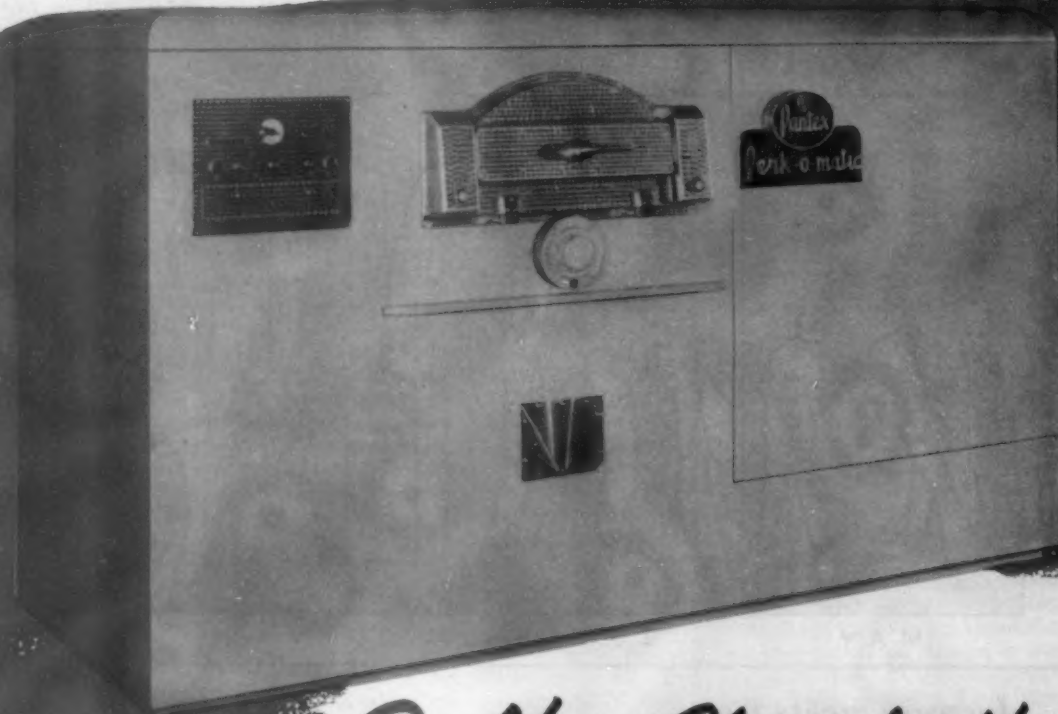


Sanitone Dry Cleaning Service

A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio



Pantex Makes



The New Perk 75

75 pound load capacity!

Fast cycle!

2 New Sizes in the

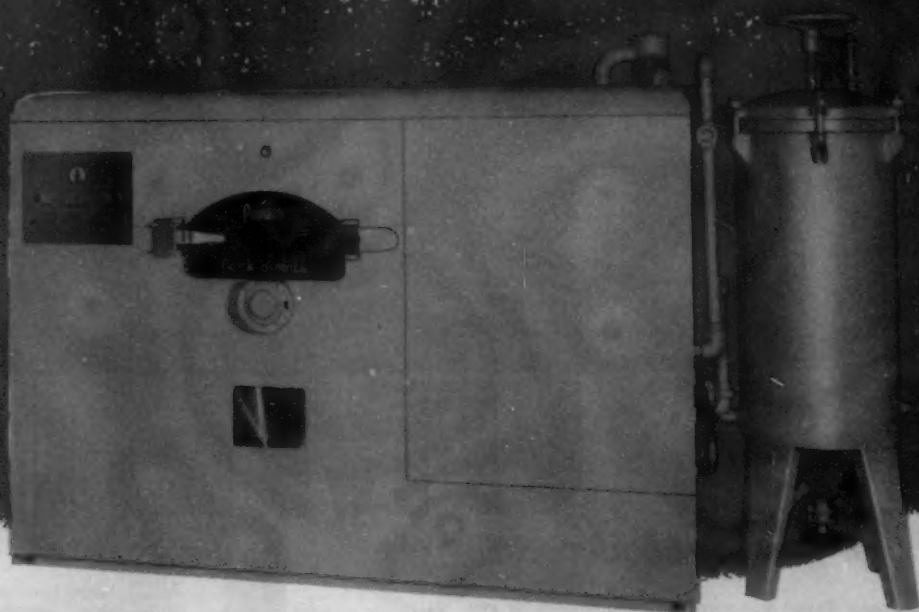
- Exclusive "S" Cylinder for positive deep-drop cleaning
- Combination immersion and spray washing and rinsing action removes more soil in less time!
- Fully automatic two-bath or single-bath operation—change from one to the other with the flick of a switch!
- Positive, direct drive. No gear reducers—no friction clutches.
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- Sets anywhere! No bolting to floor—no expensive foundation work required.

9-170

You More Profit!

The New Perk "35"

35-pound load capacity! Fast cycle!

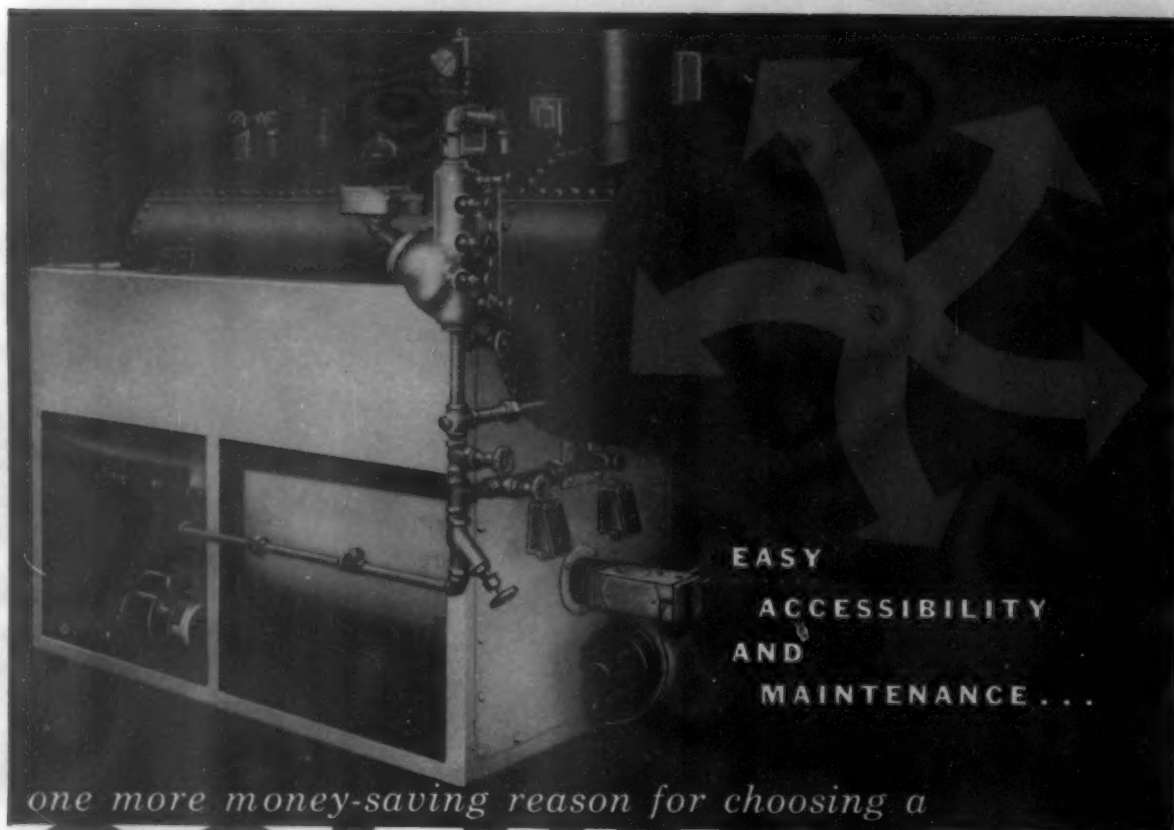


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Without obligation, please send me your new illustrated booklet which explains in non-technical language how I can cut operating costs in my plant by switching to a new Columbia HRT* Oil or Gas-Fired boiler.	
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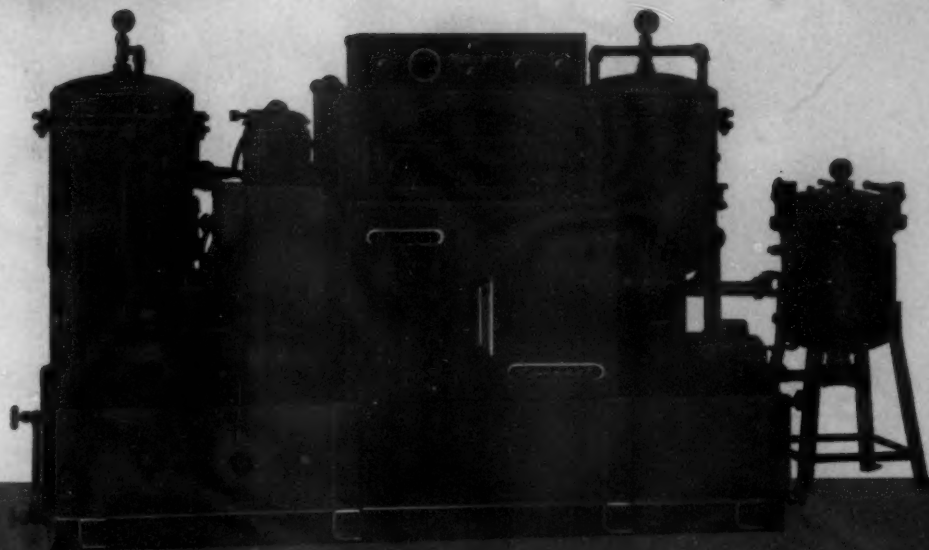
the
10
important
reasons
for
choosing
Columbia

Larger combustion chamber permits overfiring.
Easy access to the single bank of tubes from front and back.
Two-pass updraft minimizes draft loss and insures greater safety.
Removable covers make all parts accessible.
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Greater heating surface than most boilers of same rating, resulting in higher steam output.
High efficiency through proper proportion of two-pass heating surfaces.
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Combustion chamber factory-installed with especially designed refractory and insulation, minimizing heat loss.
Inexpensive, yet built of the best materials to give years of trouble-free service.

COLUMBIA BOILER COMPANY OF POTTSTOWN - Office & Factory: Pottstown, Pa.

DETREX

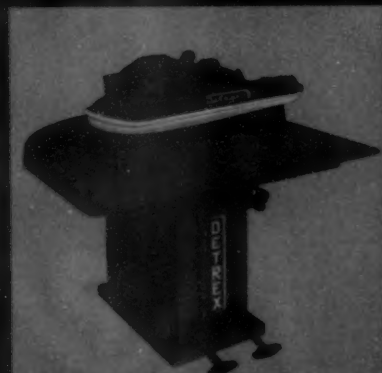
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BIG PROFITS. WITH LOW CASH OUTLAY!



Call-Office Conveyor. Detrex-B&G Conveyors spark your sales thru customer attraction and increase the efficiency of your personnel.

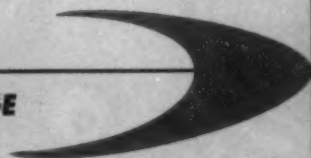


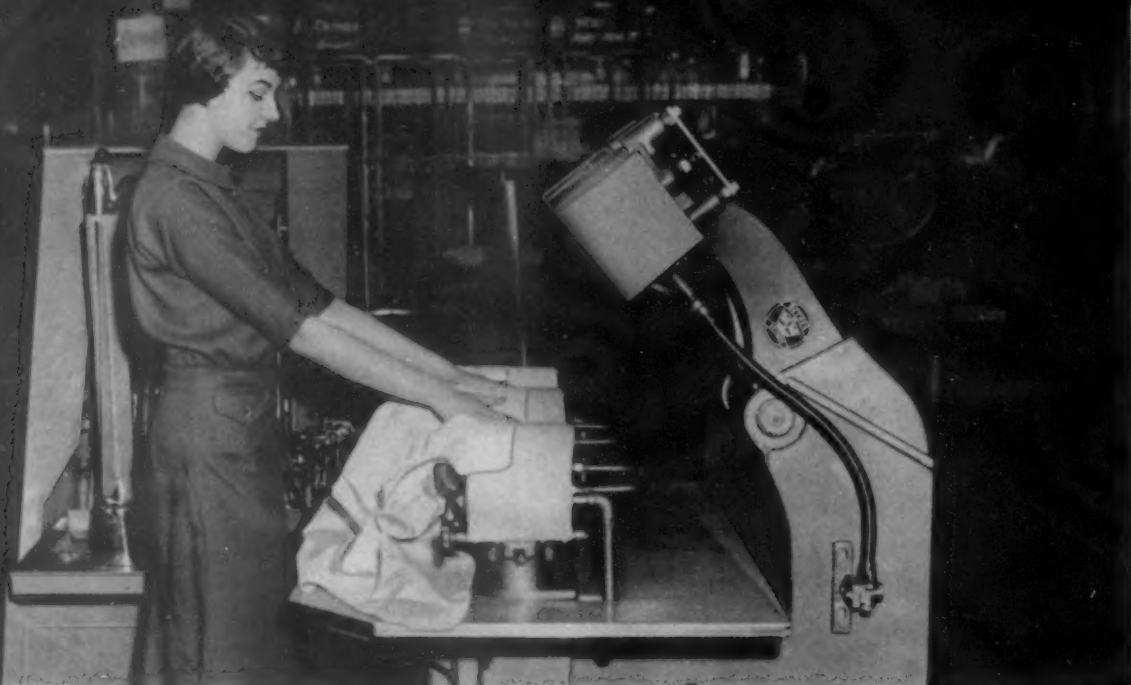
Drycleaning Press. Detrex offers a complete line of drycleaning and shirt finishing presses.

The Detrex Coronet, with capacity of 60 to 80-pounds per hour, makes possible high profit income for you with an absolute minimum of cash outlay. How is this done? Well, first of all this is Detrex's low price model (but high in quality). Second, you can finance your equipment through the Detrex Distributor if you so desire. Third, and perhaps best of all . . . you can lease the Coronet or any of the Detrex drycleaning machines. This makes it so easy to own Detrex . . . that there is no reason for having any equipment less than the best . . . Detrex.

Detrex will return you higher profits, too. This is an established fact you can prove to your own satisfaction by talking to any Detrex owner. Practically every drycleaner, after switching to Detrex, increased his profits. For a typical Detrex Coronet case history . . . read the facts on page four. For more information mail in the postcard.

MORE DETAILS ON NEXT PAGE





SHIRT-FINISHING ECONOMY. No other line of shirt-finishing equipment will return so high a percentage of profits for dollars invested as the new Detrex

line. The one-girl shirt unit in particular, with its low operating economy and high shirt-unit volume, is a real high profit producer for the drycleaner.



EQUIPMENT PURCHASED "ON-THE-SPOT."

During the AIL Exhibit in Chicago many of those who thronged to the Detrex booth actually purchased their equipment before leaving the booth. Mr. Saunders Arnold, of Peterson Road Cleaners in Chicago, Illinois, said, "I looked over all the equipment before seeing what Detrex had to offer. When I saw the new Detrex Swirl-Spray machine, there was no question Detrex had what I wanted. I gave them my order before I left the booth."

"INTO THE WILD BLUE YONDER."

A special flight of Detrex distributors and representatives of the press took off from Chicago prior to the opening of the AIL show. Destination . . . Detrex's Bowling Green (Kentucky) Drycleaning plant. The group spent a day at the plant seeing the fabulous Detrex equipment being produced, affording them the opportunity to see for themselves why Detrex equipment is made better to produce better. After a day at the plant they again boarded the plane and returned to Chicago for the convention and exhibit.



TWO NEW AUTOMATIC SYNTH-O-SAVERS.

Detrex now has available two models of completely automatic Synth-O-Savers . . . Model 326A, 35-pound capacity and Model 340A, 50-pound capacity. Besides the solvent recovery savings these units afford the drycleaner, they require absolutely no attention or supervision during their operation. Recovery of solvent from garments after cleaning is 95%-98% efficient.



MODEL 326-A



MODEL 340-A

DRYCLEANERS MAKE MORE PROFIT WITH DETREX EQUIPMENT

This is a sworn fact, attested to by every owner of Detrex Drycleaning equipment. Without exception, every Detrex owner has made more profit after installing Detrex than he did before with other equipment. The reasons are many. First, Detrex virtually eliminates all those costly hand operations that eat into the drycleaners' profits . . . namely, re-runs, wet wash and spotting. Second, many dollars are saved every week because Detrex drycleaning machines use less solvent, require less maintenance and are easier on the utility bills. Third, Detrex always increases the drycleaners' business. Cleaning quality is so improved after switching to the Detrex Process that the result is an increase

in business volume. This is always the case. All Detrex owners have experienced an increase in business.

Any of these facts you can substantiate yourself . . . just by asking a Detrex owner. Without reservation, any Detrex owner will tell you that his profits increased substantially after installing Detrex equipment in his shop. And this fabulous profit story is true across the board. Not just drycleaning machines, but all Detrex equipment are big profit volume producers for the cleaners. Because Detrex *always* increases the drycleaner's business and *always* increases his profits . . . more Detrex drycleaning machines are sold each year than any other brand.

WE CAN SHOW YOU HOW TO INCREASE YOUR PROFIT!

For complete information on how and why Detrex equipment will increase your profits, just fill in and mail the postage-paid reply card. Indicate your product interest by checking the appropriate square on the card. No obligation, of course.

• CLIP OUT AND MAIL FOR MORE INFORMATION •

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DEPT. E-80

Box 501, Detroit 32, Michigan

Please send me the following literature:

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|---|--|
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| <input type="checkbox"/> Shirt-finishing Literature | <input type="checkbox"/> Conveyor Literature |
| <input type="checkbox"/> Literature on NEW Swirl-Spray Monarch Model 527R | |
| <input type="checkbox"/> Send me information on the lease plan. | |

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COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

VAN CLEANING COMPANY INCREASES PROFIT 40%

Johnny Van, owner of Van Cleaning Company and Van's DeLuxe Cleaners in Jamestown, New York reports that since installing a Detrex Coronet his profits have increased 40%.



Johnny Van, owner, Van Cleaning Company and Van's De Luxe Cleaners in Jamestown, New York.

Prior to the purchase of the Detrex equipment, Johnny was using another make of synthetic dry-cleaning equipment. This profit increase resulted solely because with Detrex equipment, spotting was reduced 90% and he now has no wet cleaning. At the same time sales volume has increased due to the superior cleaning action of the Detrex drycleaning machine. It's the same old story you hear everywhere there's a Detrex . . . "More profit from every sales dollar, and more sales dollars, too."

Johnny Van, known as the Mayor of Brooklyn Square in Jamestown, is a man that knows the dry-cleaning business inside and out. He's been a dry-cleaner for thirty years. So, when he says that the Detrex machine beats anything he has ever seen, it really means something! In talking about his rapid increase in profits after switching to Detrex, Johnny further pointed out that he now purchases one drum of solvent every three months while before with a competitive synthetic machine it was one drum every month.

Really, there's nothing too unusual about this "profit story". It happens every day in the week . . . in fact, every time a Detrex machine is sold. There's only one

way you can realize how true this profit story is and that is for you to talk to a Detrex owner yourself. We don't care who he is . . . you pick the owner, but by all means don't buy any other drycleaning equipment without talking to a Detrex owner.



Johnny Van, owner of two drycleaning shops in Jamestown, shown in front of his Detrex Coronet and Synth-O-Saver that have increased his profit by 40%.

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"NID Trade Relations has licked the plastic button, buckle and black buckram problems"—Johnson

What the N.I.D. Trade Relations Program Means to All Cleaners—

Exclusive InterIndustry Interview reveals past progress and future developments

By ART SCHUELKE

ONE OF THE LITTLE appreciated endeavors of the National Institute of Drycleaning is its trade relations program. Now into its second decade of operation, it has made huge strides in removing unserviceable garments from the market.

While the program is basically for the benefit of member plants, the effects naturally help the entire industry. So that all cleaners could learn of the magnitude of the program, we arranged a round-table discussion of leaders in the textile field, as well as representatives of the Institute.

The panel chosen included William Burston, manager of the merchandise division, National Retail Merchants Association, who represented the retail garment industry. Also participating was Dr. Charles W. Dorn, chairman of the executive committee on research for the American Association of Textile Chemists and Colorists.

Arthur Wachter of the converting relations department of the American Viscose Company took part, representing the textile manufacturer. Clay W. Hardin, chief analyst of the National Institute, was on hand to tell his part in the working of the program. Last but not least was Albert E. Johnson,

director of trade relations for the Institute, who has headed up the program since its inception.

Also on hand were editorial representatives from several textile magazines: *Textile World*, *Modern Textiles* and *Daily News Record* to report the proceedings to their readers. Your editor acted as moderator of the discussion, of which a complete report follows:

Schuelke: Mr. Johnson, what would you say are the purposes of NID's trade relations program? As I recall, the program started in 1947.

Johnson: The trade relations program has for its primary purpose the resolving of complaints that confront the drycleaner. We try to go to the root of the problem by going direct to the manufacturers; actually, it contributes to the entire economic welfare of the industry. It helps to solve these problems and it develops a healthier attitude between the manufacturers and the drycleaners.

Schuelke: Isn't it true that we accomplish through our trade relations program the removal of problems that

might otherwise have to be handled by legislation?

Johnson: Yes, that's true. And it is much better to accomplish our ends by voluntary cooperation of all the people concerned. Any such policing action would carry all the way through the handling of the garment after it has been manufactured and probably drycleaned, and thus the drycleaner would become involved.

Schuelke: What was the situation in 1947?

Johnson: There was considerable apathy on the part of the manufacturers who were not too concerned what happened to the fabrics and garments and trim and so on, once they had manufactured and sold them. There was little understanding or interest.

Schuelke: Mr. Hardin, what has been the effect of the trade relations program on your work?

Hardin: There has been considerable improvement although we still get problems. Back when the program started, belts were a particular prob-

Forecast: Drycleaning to enjoy high level of consumer spending during 1958

SOURCE: "SALES MANAGEMENT"—January 3, 1958, issue (copyrighted)

A high level of consumer spending for services, a steadily increasing market, constant modernization of equipment and a diversity of expert technical assistance and promotional material point toward a prosperous outlook for drycleaners in the year ahead.

NATIONAL CLEANER & DYER



Be sure you get your copy...

New Du Pont Synthetic Drycleaning Equipment Guide gives complete performance data, specifications

Du Pont's 1958 Synthetic Drycleaning Equipment Guide is a single-source reference booklet for drycleaners. It contains pictures of the latest equipment and lists the specifications for each model. Market and machinery trends for 1958 are also discussed.

If you're thinking of expanding or modernizing your present plant, this new guide will help you quickly compare the specifications of the major makes and models, including such important data as floor-space requirements, weights, over-all dimensions and load capacities. It provides you with authoritative information that will save you time in determining your machinery needs.

Many drycleaners picked up the guide at the A. I. L. Show in Chicago. If you haven't already got your free copy, ask your "Perclene" distributor for one, or mail the coupon below.

More about growth...

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"The NID's trade relations program has been enormously beneficial to drycleaners as well as to consumers, retailers and everyone else involved"—Schuelke

lem; the paper backs broke in cleaning and many of them had solvent-soluble adhesive on the back. Today they are much improved. We also have very few complaints today on plastic buttons, which used to dissolve in solvent. Shoulder pads used to be a problem; we used to get as many as 100 complaints a month and today the problem is practically extinct. On the whole, there has been a tremendous improvement. Black buckram has apparently gone forever.

Schuelke: Mr. Johnson, can you tell me how you go about getting these things done?

Johnson: The fundamental problem is to get information to the industries that are creating the problem. We work through trade groups whenever one exists; in case there isn't any, then we deal with the primary manufacturer of the products. The belt problem was resolved through the Belt Association, the lacquer problem was solved by dealing with the primary printer and the lacquer maker for that industry. The Union Textile Printers is the printer and Atlantic Lacquer Company is the maker of the lacquer. Publicity is our best weapon and we have a close working agreement or arrangement with the trade journals in the various fields.

Schuelke: Just how did you solve the lacquer problem?

Johnson: The first job is to find out who is producing the product. Sometimes it is a bit difficult to get people to own up to the fact that they did produce it due to the legal involvements that might ensue. However, because of the close relationship we have with the various industries and the confidence we have in each other, we don't have this problem too often any more.

In the case of the lacquer there just wasn't a solvent-resistant lacquer on the market so we worked with the Atlantic Lacquer Company. After many tests, both in their laboratories and at the NID, they produced a lacquer that would withstand drycleaning and the item has become very profitable for this company.

Similarly, just as recently as last January a new type of rubber elastic was produced by the American Webbing Company. We had to go over to working on that problem and it has been successfully resolved.

Schuelke: On what problems are you currently working?

Johnson: We have two problems we are working on at the moment. One of them involves solvent-soluble colors. The product works beautifully on washable fabrics but when the garment is drycleaned the color is not fast. The second problem we are working on involves silk splits. The silk warp, because of its fineness and some

peculiar condition that exists in consumer use, splits.

These two represent the greatest number of complaints currently being received at the NID and we are working on this through publicity, through trade groups and various conferences and meetings with the manufacturers. It's a slow process but we are making headway.

Because of our close relations with the various industries we are frequently asked to test fabrics before they are marketed to make sure that they are serviceable.

Schuelke: Mr. Hardin, could you give us an idea of the number of complaints you get on these types of problems that Mr. Johnson just mentioned?

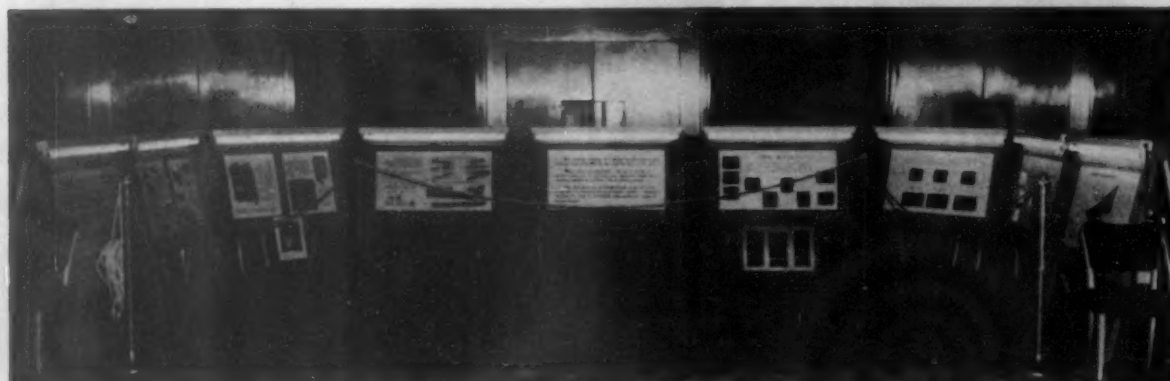
Hardin: Last year, for example, we had 906 complaints on the silk splits and over 1,200 on the solvent-soluble dyes.

Schuelke: Mr. Johnson, it's plain to see that the trade relations department and the analysis department work very closely together. Do you think the average drycleaner is aware of this?

Johnson: Undoubtedly the average drycleaner does not know the great extent to which the two departments cooperate. It is this close cooperation that formulates the program of the trade relations division. Another thing the cleaner should keep in mind is that when he sends in garments for analysis he is adding greatly to our program by helping us become aware of the problems that exist in the field.

Now this brings us to the formation of the new Textile Analysis Advisory Committee. This is a group of four independent consultants in the textile field who meet with us periodically. They are the watchdog committee on how we do these things.

Continued on page 42

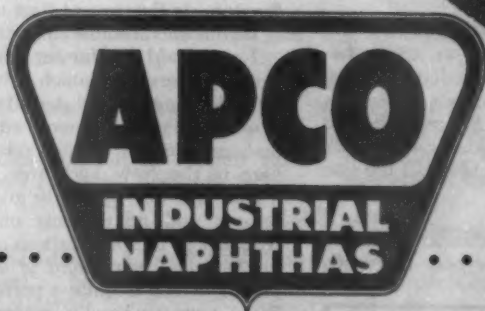


This booth at the national convention of the National Retail Merchants Association was furnished by the trade relations division of NID to show buyers pointers on serviceable garments

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BRANCH OFFICES IN ALL PRINCIPAL CITIES

"We have two problems we are working on at the moment. One of them involves solvent-soluble colors . . . the second silk splits."—Johnson

Continued from page 40

Schuelke: Mr. Dorn, you are a member of this committee. Would you tell us who the other members are?

Dorn: Other members are Professor Mary Whitlock, head of the clothing and textile department at Rhode Island State University; Mrs. Dorothy Matthai, Better Business Bureau, Baltimore, Md., and Charles Seibert, who was formerly head of the dye properties of the Du Pont company.

Schuelke: How often do you meet?

Dorn: Two or three times a year. Dr. Wiebush of Silver Spring is the chairman of this committee. The other staff are Mr. Hardin, Dr. Dorothy Lyle, Al Johnson and Bob Graham.

Schuelke: Mr. Hardin, how does this committee actually help you?

Hardin: Well, take the dye fading problem, for example. We lay our cards on the table and hash it over with these men to see if we are on the right track. After all, these are experts. They help us to put out a better report and to develop better test methods for testing the problem fabrics.

Schuelke: Mr. Johnson, how does this committee help you in your trade relations work? We have talked merely about your relations with the textile analysis department but you must work with the Advisory Committee as well, don't you?

Johnson: Yes, as a matter of fact, because of the prestige of these men on the Advisory Committee we are fortified with very good ammunition to use on the manufacturers. While I can't complain of the cooperation we had before we had the committee, it has certainly made the job a lot easier.

Because of our close relationship with the manufacturers we are able to get swatches of various fabrics to put into the hands of cleaners in our various bulletins and reports so that they have an actual physical specimen of the fabrics that we are discussing in those bulletins.

Schuelke: It is certainly clear enough now why NID has been so successful in this trades relations operation. You have put out and you are putting out "a lot of fires" but it seems to me that it is even more important to prevent

problems from developing. In short, what are you doing about "fire prevention"?

Johnson: First, we have built up a very extensive backlog of information which has a material effect through the years because the manufacturers are more aware of the problems of drycleanability. Second, we are very active in our work with other associations in developing test methods for these various industries.

There is another association that has worked as hard on these problems as we have. I refer to the National Retail Dry Goods Association, as it was formerly called, now known as the National Retail Merchants Association.

Schuelke: Mr. Burston, we have heard of the wonderful cooperation that exists between your group and ours and the work that you have done in your organization over the years. Would you care to tell us something about this activity?

Burston: As Mr. Johnson said, we were confronted with exactly the same problems as you back in '47 that posed quite a serious threat to the welfare of our merchants, so a conference was formed with the cooperation of the NID to resolve these problems. As a result of that conference this subject was one of the more important things covered at our national convention. As a further result, we then began to work with the American Standards Association to set up standards for rayon and acetate. Thanks to the American Viscose Company we were able to use its standards to give us some starting point.

As a result of these standards being established as far back as '48 we began to notice an immediate benefit. The complaints from our customers dropped off almost at once. It was from these early standards that L/22 was formed. Mr. Wachter can tell you more about that.

Wachter: The L/22 standards involve many things far beyond dyestuffs.

They involve colorfastnesses, tensile strength, resistance to perspiration and varied consumer wear. And also, whether or not the fabric is drycleanable.

I am happy to say that in our organization we are issuing about two and a half million tags a month to be hung on garments, letting the consumer know that these fabrics measure up to L/22 standards. Of these about 600,000 are marked "dryclean only," and that means that they are drycleanable. Before these standards were established, if a manufacturer used a dye-stuff that wasn't fast or the fabric offered some other problems, he would immediately put a tag on "dryclean only" and that put the burden of the blame on the drycleaner. Now with L/22 standards, the drycleaner knows that the garment is completely drycleanable and will offer him no problems.

Johnson: The work on L/22 actually began in 1949, but after many, many meetings, changes and suggestions, and highly technical work that was developed, the standards were finally submitted in 1952 to the ASA and were approved by them in December of that year. The standards appeared in printed form for the first time in December 1953, so in four short years since that time we have seen a great acceptance.

Schuelke: For the information of my readers, Mr. Burston, the L/22 standards cover all types of fabrics—woolens, silks, cottons—or are they confined to just certain types?

Burston: At the present time they cover rayons and acetates only.

I might add that for our information just two years ago, which is two years after the program had started on L/22, I made a survey among adjustment managers in the various retail stores here in the New York area. I asked if they had any figures to give me on returns and adjustments on fabrics that met L/22 specifications and none of them had any record of any complaints, which is quite a performance. Right now we have a process of developing similar standards for all other fabrics and particularly the synthetic blends.

Johnson: You have mentioned that the standards are only made for rayons and acetates. The reason for this was that back just a few short years ago,

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see page 56

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DIVISION OF WARD INDUSTRIES CORPORATION

FACTORY AND GENERAL OFFICES, SYRACUSE, N.Y. — SALES AND SERVICE BRANCHES IN ALL PRINCIPLE CITIES

1949, it was easier to work on these two fibers since some basis of standards had already been established through the Crown Tested program of the American Viscose Company on which L/22 is based. It was a starting point. Now we are working on standards on other fabrics.

I think it is important to know that these standards are the result of the working agreement between 32 different organizations and the mere fact that complaints have dropped off practically to nothing indicates the important effect L/22 has had on our industry.

Schuelke: Isn't it important for the manufacturers and the retailers to realize what a wonderful merchandising tool they have with the L/22 standards?

Johnson: Up to now there has been great acceptance of the L/22 standards on the technical side of the industries but I do not believe that the full benefit of the L/22, as a merchandising tool, has been realized by that side of the industry. It has not yet been fully utilized. Once that step is taken it should give great impetus to the L/22 standards and make it as popular as wash-and-wear seems to be these days. It will give the consumer great security and satisfaction in knowing that she is getting a completely serviceable garment.

Schuelke: Mr. Dorn, as chairman of the powerful executive committee on research of the American Association of Textile Chemists and Colorists, would you tell us something about how fabrics are tested under L/22?

Dorn: To begin with, the standards of L/22 as far as colorfastnesses are concerned are those developed by our association. We have a top-level committee that formulates our program and policies and determines what test methods should be established for various items.

After the program has been decided the matter is referred to our research committee where the action takes place on the formulation of the tests and standards. We have developed, for example, two test methods for drycleaning. One is on colorfastness and the other is on fabric design. Incidentally, Mr. Johnson was chairman of that committee. While the original intent is to determine colorfastness, the committee also

works on all other factors such as shrinkage resistance and similar problems.

Schuelke: Don't you also get into the testing and use of these various fabrics and establish standards for them?

Dorn: The AATCC does not set standards; it merely sets up test methods which anyone can take and with those test methods set up their own standards.

Johnson: While the AATCC is not concerned with the end use, in actual fact you can consider the drycleaning of a garment as something along the end-use side. Our committee has developed these test methods which in effect do determine the serviceability of the garment or an end use along the way. I might add further concerning the two test methods that Mr. Dorn mentioned on colorfastness and on fabric design, that this is the first time test methods had been set up for flocking and metallic prints in their resistance to drycleaning. This is certainly a case in point of "fire prevention."

Because of the contributions of the NID to the AATCC work, it in effect reaches out to every laboratory in every phase of the industry. By doing this we communicate on a very wide scale throughout the textile field.

Dorn: The test methods of the AATCC are not enforced upon anybody but in actual practice practically every laboratory in the country does take advantage of them.

Schuelke: Are there any other tests that you are working on at the present time, Mr. Johnson?

Johnson: Yes, there are two. We are working on a quick test for colorfastness because the present one is quite lengthy. In addition, we are working on a test for resistance to spotting with solvent. This has to do only with the manufacturer himself rather than the drycleaners. The purpose is to test the resistance of a fabric to ringing, primarily.

Schuelke: How many members are on your committee?

Johnson: There are about 22. They represent every facet of the textile and service industry. We have the benefit of all viewpoints in establishing these test methods.

Schuelke: It is very clear, then, that a lot of prevention work is being done by NID in cooperation with many other industries through the development of textile standards and that as this great industry program moves forward it will have an increasingly stronger effect in upgrading the performance of all textiles.

Mr. Wachter, how can the dry-cleaner help promote this worthwhile program?

Wachter: I don't think any of us realize the significance of the L/22 standards and what they mean to the manufacturer, the drycleaner and the consumer. We have not even begun to scratch the surface. Merchandising this important selling tool that we all have, we must point up to the customer the importance of favoring products labeled under L/22. In short, all of us have to talk L/22 all the time everywhere.

When you buy an automobile you know that every part of that machine has been thoroughly tested and meets certain standards; you are not concerned with whether when you are going down the street a wheel will fall off, for example. We have the assurance that standards have been met. If we get this same point across on L/22 it's going to make all of our jobs easier and especially yours, Mr. Hardin.

Burston: After hearing Mr. Johnson and Mr. Wachter talk about this I realize that our own association has been remiss in our own promotion of the L/22 standards; we haven't kept it before our members as much as we should have. I think we've been holding up pushing it more because we've had so few complaints.

Schuelke: As I understand it, not all the mills subscribe to the L/22 standards or measure up to it. Is this true?

Johnson: There are many, many companies that make fabrics that not only measure up to L/22 standards but far exceed them, even though the firms don't necessarily subscribe to the standards. On the other hand, there are some fabrics produced that are far below our L/22 standards. It is our aim and our program to get all fabrics to measure up to these standards and thus practically eliminate the headaches that exist for the retailers and the drycleaners.

Continued on page 48

"At the present time faulty fabrics represent about 30 percent of all the problems that come to us"—Hardin

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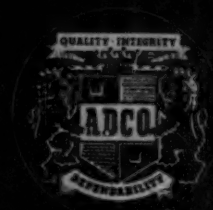
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"While the program is basically for the benefit of member plants, the effects naturally help the entire industry"—Schuelke

Continued from page 44

Wachter: As I listen to this discussion I am more and more impressed by the job being done by Avisco by issuing two and a half million tags a month. That's more than 25 million a year going into American homes acquainting the housewife with the importance of the L/22 standards and what they mean to her. That's quite a program.

Schuelke: As I understand it, you presently are marking these garments with hang tags, rather than with labels.

Wachter: That's true. Up to now we haven't been able to interest the garment manufacturers in spending enough money to sew in labels. But at least we are letting the consumer know the type of garment she is getting. For example, if she is interested in buying a garment that is washable, completely washable, without any particular care on her part, she will see it plainly marked on the hang tag. We use "traffic light" signals on our types of tags. A green bordered tag means she can wash it the way she wants with no special care; amber means that it should be handled more carefully in the laundering either at home or by the commercial launderer and should be ironed at a low heat; the red-bordered tag indicates that the garment is drycleanable only and should not be laundered under any circumstances.

While this hang tag admittedly is not the best solution, at least it is a step in the right direction. Now you have to remember we have only worked on this program for two years and in that short time we are getting manufacturers to use over two and a half million tags a month, which I think indicates a considerable amount of progress. As a manufacturer becomes more and more aware of the value of the L/22 I am sure he will be glad to stamp or sew in a label, but this is an educational program and we must take one step at a time. One day this will become as valuable as the Sanforized label which of course

is the hallmark of quality on cottons. Once that comes about we'll have the job well licked.

Schuelke: Mr. Hardin, aren't you afraid that the success of L/22 will lose your job for you down at Silver Spring?

Hardin: No, not at all. At the present time faulty fabrics represent only about 30 percent of all the problems that come to us. Not too long ago they used to represent about 40 percent of our complaints but to get back to today, 70 percent of the problems that come to us are problems connected with consumer or cleaner misuse, so I'm sure we will always have our share of problems.

Schuelke: The NID's trade relations program has been enormously beneficial to drycleaners as well as to consumers, retailers and everyone else involved. It's understandable, Mr. Johnson, that not only will you continue to have the cooperation of all groups in what you are doing, but that new and perhaps even more far-reaching projects will be undertaken as time goes on. Do you have any new developments to tell us about?

Johnson: Yes, perhaps the most significant is the development of an inter-laboratory plan unifying ways of keeping information on problems. These reports will be submitted to a central agency from all laboratories to get a complete over-all picture of the problems that exist. This project has already been approved by the American Association of Textile Colorists and Chemists. It will extend the picture that we now get only through our own NID laboratories, because we'll be working with those laboratories across the board. We are working, for example, with the United States Testing Laboratory and other similar organizations in formulating a program that will develop this information.

The good effects of this program are readily seen, but there is another step that we are working on that is especially significant. This involves all the problems we have, not just the 30 percent that Mr. Hardin finds through faulty fabrics. Once the fault of the garment has been determined, be it neglect or something done by the laundryman or the drycleaner or whoever it might be, then it must be determined how much that garment is worth in terms of a fair settlement.

Suppose a garment is damaged, but the garment is six years old. How much is that worth in terms of a settlement? So the thing we are working on is the establishment of a national claim adjustment code which we hope will win the support of all the groups that will be involved. This would include retailers, Better Business Bureaus, the drycleaner and everyone affected by these claims and complaints. This would even include small claims court judges. This would help take out the guesswork in settling claims.

Burston: You mean at the moment this is sheer guesswork?

Johnson: Yes, that's true, and the consumer is mistaken in asking for a full claim on a garment, for example, that is four years old. It's much the same as a claim on a battery failure where the thing has maybe a four-year guarantee that has already lived two years, so you settle on a basis of half price. It's the same as the technique used in fire adjustment claims. The Better Business Bureaus have been following for the past four years a code similar to the one we propose to install, and that's worked out very successfully. This seems like a very practical idea and I'm sure it can be worked out.

Schuelke: Mr. Johnson, do you have any closing comments?

Johnson: Well, to sum it up, we've been moving along a pathway involving communications and public relations and human relations in achieving the ends that we seek for our industry. In the matter of prevention, as you point out, that is one of our major policy objectives. All of this can be accomplished by the voluntary cooperation of the other areas of this industry, the textile manufacturer and so on, on a voluntary basis rather than on a legislative basis. The success of our program over the past 10 years indicates this is the right course.

I might add that this work is carried on basically for the members of the National Institute of Drycleaning, but of course it has broad industry benefits and the other cleaners naturally are helped by this program, too. We would prefer to think that they were all members. The fact that they aren't and they do gain by this is something we cannot help, but we could certainly use their support. # #

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see page 56

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By HARRY YEATES

THE POWER OF SUGGESTION is an important point to consider in attracting customers to a branch store. Getting people into the habit of bringing soiled garments on a regular schedule is easier if they have more than one reason for stopping in the first place.

By taking advantage of existing facilities and installing fluff dry departments in several branch stores, Darko and Sons Drycleaning, Indianapolis, Indiana, have increased drycleaning volume 25 percent in one year.

According to plantowner Sam Darko, fluff-dry service plus a shirt-finishing unit has made it easier to get people into the stores on a routine basis. Customers for these services make good potential drycleaning patrons because they are in and out of the stores more often.

The plant operates with six branch stores located in various sections of the city, plus 17 routes. Eleven additional units offering other laundry services, such as coin-operated washers, are operated on a franchise basis by the plantowners. The corporate name "Agency For Darko and Sons" is displayed on the exterior of these stores. Drycleaning from the agency stores and the six branch outlets is fed back to the main plant for processing.

Appeal of activation

Fluff-dry service was first introduced in three of the six branch stores during the early part of 1957. Each department is equipped with two open-top washer-extractor units, a tumbler, scale, break table and a

wrapping table. Equipment cost about \$4,000 per store.

A 2-girl shirt finishing unit was also installed in one of the stores at the same time. Shirts brought to the non-activated stores are processed at this location. The two-girl shirt finishing units installed at the main plant handle work from the routes.

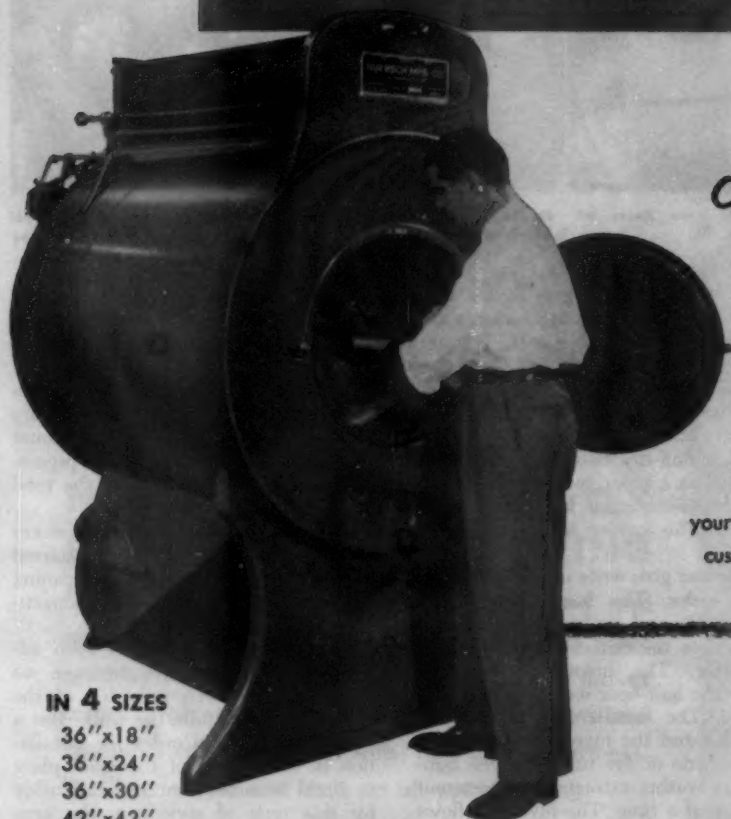
Gas water heaters were leased to the plantowners by the local power company. Boilers are not needed in the activated stores because tumblers are gas-heated and the shirt finishing unit is electrically operated. Gas consumption per store is indicated on the plant's monthly statement from the utility company.

Fluff-dry bundles are priced at 10 cents per pound and 15 cents per pound for heavier items such as shag rugs and blankets. Shirts included with fluff-dry work are weighed in with the bundle and finished for 15 cents per piece. Base price is 22 cents per shirt if not included with a fluff-dry bundle.

A local jobber supplied trainers to work with counter girls under the direction of plant management. Within three days the employees in each store had been trained to handle the new units effectively.

To acquaint residents of the neighborhood with the new sideline, the plantowners distributed a mailing piece which included a coupon good

Trouble-free service for you...
Better service for your customers!



HUEBSCH dry cleaning TUMBLERS

Whether you use one Huebsch Tumbler... or fifty, as some dry cleaning plants do... you know that fast, efficient, dependable operation is always assured. And because famous Huebsch Tumblers do such a good job, your finished work has the quality that keeps customers coming back for more and more!

IN 4 SIZES

36"x18"
36"x24"
36"x30"
42"x42"



HUEBSCH BAGGERS

Now are specially shaped bags that prevent tearing plastic bags. It's just one of many reasons why Huebsch Baggers are a must for every dry cleaning plant and store. Light in weight, Huebsch Baggers can quickly be moved to any convenient spot.

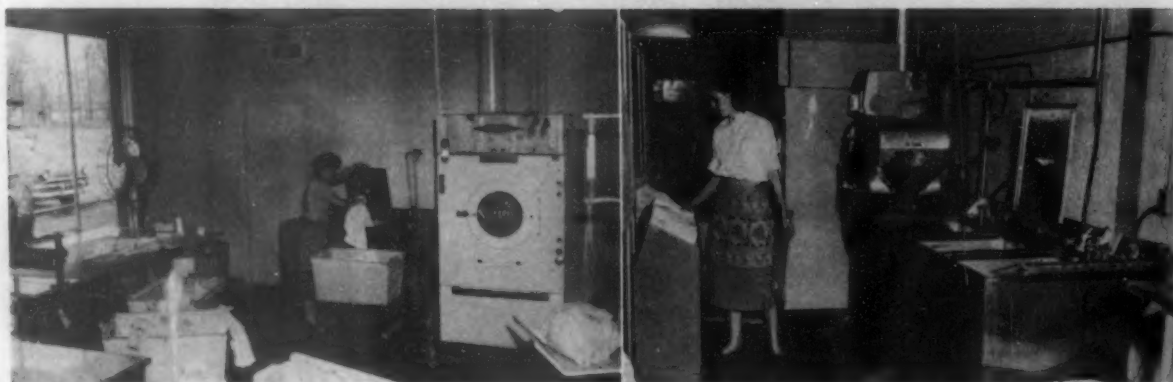
HUEBSCH CABINET DRYERS

Here is a cabinet dryer with big capacity (about 16 dresses) and every modern feature... yet priced surprisingly low. Has a motor-driven fan, latest fin and tube type steam coil, air temperature control damper. Fan motor equipped with rheostat for adjustable speed to regulate air volume.



HUEBSCH

ORIGINATORS
3775 N. HOLTON STREET
MILWAUKEE 1, WISCONSIN



Fluff-dry department was installed near entrance to store. Racks for hanging garments were moved to other side of building

In long, narrow store department takes up minimum space yet allows plenty of room to store hanging garments (at left of photo)

for one wash-dry-and-fold laundry bundle at one-half the regular price or 5 cents per pound. This was in effect for one month after the fluff-dry service was installed in the branch stores. Large signs have been erected in front of each store calling attention to the sideline.

The installation of the fluff-dry units is specifically adapted to the basic layout of each building. For instance, in one store the wrapping table is located along a plate-glass window, with the washer-extractor and tumbler lined up at the rear of the building. Hanging space for finished garments was rearranged and counters moved approximately 4 feet closer to the entrance.

Another store in a long, narrow building was an ideal place to install the shirt finishing unit in front of the window. The open-top washer-extractor, a 25-pound shirt washer and a tumbler were lined along the side wall of the store. Each compartment of the washer-extractor holds 8 to 12 pounds of fluff-dry work.

Supplies including soap, starches, etc., are kept in portable bins easily accessible to the washer-extractors in

each store. Counter girls divide their time between processing bundles and marking in drycleaning at the counter. The stores are open from 7:00 a.m. to 9:00 p.m. daily and personnel alternate working hours so that one girl is on duty at all times.

Each fluff-dry bundle is priced and washed as a separate order. No marking, identification or lot system is required. The invoice is the identifying mark.

Counter girls write up an invoice for each order. The bundle is divided into lights and darks. The invoice is clipped to the outside of the washer-extractor. The invoice is removed when the half-hour wash cycle is completed. The bundle is placed in the tumbler and the invoice is clipped to the outside of the tumbler. One bundle per washer-extractor compartment is done at a time. The invoice follows through the entire process. The bundle is tumble-dried, folded and wrapped by the counter girls.

At the present time one of the stores, located in a heavily populated neighborhood, has reached capacity of 120 pounds per hour of fluff-dry work.

A chart was prepared to afford more adequate control over the actual amount of work processed in each activated store. This is maintained by the counter girls. Information includes the number of pounds of fluff-dry work processed per day, the amount of drycleaning marked in for processing at the main plant and the total number of shirts processed.

Records indicate that the stores activated with fluff-dry units started out with 30 percent more drycleaning volume per week than the nonactivated units, said Mr. Darko.

Fluff-dry service has not been advertised on the routes because no facilities have been provided at the main plant to handle the work. But a fluff-dry unit is on order for installation in one corner of the main plant to build volume from the call office for this type of service in the near future.

The plant packages shirts in two ways depending on customer preference. They are either packaged in individual polyethylene bags with a collar support, shirt band, without a board, and boxed; or hung on hangers under a blue polyethylene bag—at no additional charge. At least four shirts can be hung in a 36-inch gusseted bag.

Applying the drycleaning technique of final inspection for all garments, the plant has been able to give better shirt service. About 50 percent of the shirts processed by the plant are returned to the customers on hangers.

Proof of the plantowner's success with additional sidelines is evident in the fact that within a few months the seventh unit—now under construction—will be opened near a large shopping center. It will include a drycleaning department, a shirt unit, a coin-operated laundry—and fluff-dry service. All aimed at getting customers into the habit of stopping at one location for drycleaning plus any type of laundry service they might desire. ##



Two-girl shirt finishing unit in one of activated branches also attracts customers who had never previously brought drycleaning to the store

SAVE \$4.95 TO \$59.40

on Case and Drum purchases of

Beauty Tex

DRY SIZING

NEW IMPROVED BEAUTY TEX CONCENTRATED DRY SIZING

Beauty Tex goes further—it's concentrated and specially formulated to give you perfect results when used by the charge, dip or spray method. It makes colors brighter—whites whiter—all your cottons and synthetics crisp and fresh with "new-like" smartness. You'll save time and costs on all your finishing.



CUT and SAVE
Present this Money-Saving Coupon to your Jobber

MERCHANDISING AND PROMOTIONAL AIDS TO BUILD SALES

- STREAMERS • DECALS
- BUTTON TAGS • DIRECT MAILERS
- NEWSPAPER MATS • INSERTS

Signal
chemical mfg. co.

5020 RICHMOND RD.
BEDFORD, OHIO

Cut here—clip and save

Give this **MONEY-SAVING COUPON** to your jobber salesman

BONUS COUPON		
BUY	GET FREE!	WORTH
6 gal. (1 case)	1 extra gal.	\$ 4.95
15 gal. Drum	3 extra gal.	\$14.85
30 gal. Drum	6 extra gal.	\$29.70
55 gal. Drum	12 extra gal.	\$59.40

*Limit one coupon redeemable per purchase
... no limit to the number of purchases you make.

This Coupon Expires July 1, 1958

SPOTTING MADE EASY



Strongest stripper is sodium hydrosulfite, must be used with care. For small areas try dampening end of bone spatula to apply small amount of the powder

PART IV

Use of Bleaches In Spotting . . .

By CORT ANTONSON

BLEACHES are more commonly discussed under the wetcleaning department. In most cases wetcleaning books and manuals will devote a full chapter to this discussion.

Although the spotting department does not use bleaches in such a wholesale manner as the wetcleaning department, we as spotters must know all about them and how they are used. This need will be appreciated when spotting procedures are discussed, since the end of most such procedures will suggest bleaching.

Bleaching, I should like to emphasize, is resorted to as a *final* measure in stain removal. Too often spotters are quick to think of grabbing the bottle of stripper to remove a stain if it does not quickly respond to the first application of water.

When bleaches are used there is always the concern of affecting the dyestuff of the fabric. If the garment is a pure white, obviously we have no concern, and some spotters will quickly choose a bleach to remove a stain rather than use other methods that might be more time-consuming. But when we are working on a garment containing a dyestuff we must realize that because bleaches tend to change any color to a white their use involves a risk.

For example, if we are trying to remove the last traces of an ink stain by the use of a bleaching agent, it becomes a battle between the dyestuff of the ink and the dyestuff of the fabric. If the dyestuff of the fabric is resistant to the action of the bleach and the dyestuff of the stain is not,

then we can probably remove this remaining trace of the stain without any ill effects on the dyestuff of the garment. Furthermore, the less stain we must remove by bleaching, the less is the risk involved. Therefore, it is smart to try to eliminate just as much of the stain as possible by other methods.

With this caution in mind, bleaching very often is justified and much can be done to make a spotting job a complete success by the use of a well-chosen bleach. An understanding of the bleaches available then becomes most important. To choose the extreme of a "stripper" (sodium hydrosulfite) when a mild bleaching agent would be sufficient is foolishly taking on an added risk in the spotting operation.

When oxygen is either taken away or added to a dyestuff or stain, it tends to become colorless. We have two types of bleaches—those that take oxygen away, which are called *reducing bleaches*, and those that add oxygen, which are called *oxidizing bleaches*.

The oxidizing bleaches are made up chemically with a good deal of oxygen available. An example of this would be potassium permanganate with a chemical formula of KMnO_4 .

The reducing bleaches are made up chemically of substances that quickly combine with oxygen. This is usually sulfur in some form such as sodium hydrosulfite with a chemical formula of $\text{Na}_2\text{S}_2\text{O}_4$. When this sulfur component reacts with oxygen, it forms a gas called sulfur dioxide. It is this gas that accounts for the "rotten egg" odor caused when this bleach is used.

Strange as it may seem, then, we can bleach a garment or stain and thus decolorize it by either an oxidizing or a reducing bleach. However, there are advantages and disadvantages to each. And knowing these properties of bleaches, we then can choose more wisely when their use is necessary.

Oxidizing bleaches

As pointed out previously, these bleach by adding oxygen to the stain, thus chemically making it colorless.

As you might suspect, some oxidizing agents are very powerful and some are very weak. It then becomes similar to a choice of wrenches for a specific job—sometimes we need a big one and sometimes a small one will do. In all spotting procedures it is advisable to use the most gentle process necessary to do the job. As a result bleaching itself is the last step, as a rule, in spotting procedure.

We will begin the discussion of oxidizing bleaches with the most powerful and advance toward those that are

Continued on page 58

**20,000 to
25,000 lbs.
from ONE DRUM
of PERK**

**PERK is MONEY!
DOUBLE your MILEAGE!**

- Converts previously wasted Perk vapor into extra bonus solvent.
- Perk recovered from VA-PER-MAT is in its finest form . . . same as that which comes from the still.
- Recommended highly by State Health departments because it eliminates all but 8 to 10 parts of vapor to 1,000,000 parts of air. (The most rigid enforcement of health laws allows 100 parts of vapor to 1,000,000 parts of air.)
- Extra solvent recovery amortizes cost of VA-PER-MAT in a short time. No other unit pays for itself as quickly.

What a difference it makes in profits!

The **Excelsior**

VA-PER-MAT*

Now see Perk vapor turned into money before your own eyes, as Excelsior's remarkable VA-PER-MAT traps and converts it into valuable extra gallons.

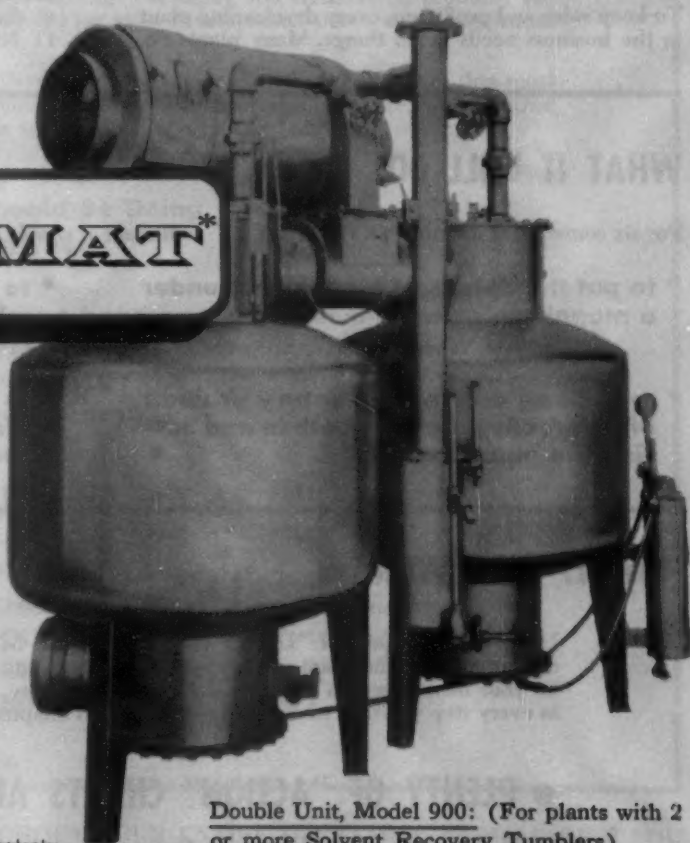
In actual operation in many plants, the VA-PER-MAT is proving daily that one drum of perk can handle from 20,000 to 25,000 lbs. of drycleaning. Unbelievable but proved very quickly once installed.

Excelsior's VA-PER-MAT returns a lot of perk money and insures a more profitable operation.

Call or write today for more information and delivery schedules.

Please state capacity of your drycleaning machine. Double and Single Unit models available.

*Protected by one or more of the following patents:
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470,085 and other Patents applied for in U. S. and
Foreign Countries.



Double Unit, Model 900: (For plants with 2 or more Solvent Recovery Tumblers)

Single Unit, Model 800: (For plants with one Solvent Recovery Tumbler)



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EXCELSIOR ONE GIRL SILK FINISHING UNIT • AQUA-MIZER WATER SAVER

Starting in July:

National **CLEANER & DYER'S** Big, New Program on

"DO IT NOW"

FOR PROGRESS AND PROFIT

To quote a number of industry leaders, "1958's the year when the men will be separated from the boys." They mean that drycleaners who don't critically appraise every factor in their operation NOW—and do something about it—can face declining sales and profits, even failure. And, in the separation, thousands could wind up with "the boys."

To keep sales and profits up, every drycleaning plant in the business needs to *do things*. Many plants do.

But some keep putting it off . . . some don't know what to do . . . some don't know where to get started. And so it goes, with sales and profits remaining the same or, worse, on the downgrade.

Starting in July and continuing throughout all of '58 NATIONAL CLEANER & DYER will present a month-by-month *action program* covering every phase of the drycleaning operation. It will be called "DO IT NOW . . . FOR PROGRESS AND PROFIT."

WHAT IT WILL DO

For six consecutive months, "DO IT NOW . . ." will make it simple for every plantowner

- to put the details of his business under a magnifying glass
- to spot what's right and what's wrong with them
- to take an accurate inventory or audit of all practices he uses both in and outside the plant
- to get himself a sound, well-organized plan that guarantees sales and profit success!

HOW IT WILL WORK

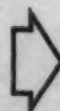
Using each chapter of "DO IT NOW . . ." will be like bringing a top management consultant into the plant—at no fee—to inspect, rate and recommend. With it, you can be your own expert in double-checking the economy, efficiency, completeness and profit in every step you take to run the business. Each chapter will include

● PLENTY OF "ACTION" CHARTS AND CHECKLISTS

You'll find these up-to-the-minute features just about the handiest, easy-to-work-with fact-finders you've ever seen. Complete, authoritative, practical—all they'll call for are your checkmarks under "Yes" or "No" or your figures in appropriate boxes, and you'll see revealed (with little effort on your part)

What You're Doing and What You Should Do

And, in Addition There'll Be



● PLENTY OF "HOW" AND "REASONS WHY"

Added to the "Action Checklists," NATIONAL's editors will spell out the "how and why" of factors covered in every chapter. Together, your self-ratings and our editors' "how and why" will be an unbeatable combination that

Spotlights Your Problems and Gives the Solutions

**IN JULY, THE FIRST BIG CHAPTER IN "DO IT NOW . . ."
WILL PUT FULL ACCENT ON**

PACKAGING and DELIVERY

Of all the steps in the drycleaning operation, "Packaging and Delivery" is probably the most neglected, offers more opportunities for sales development, needs critical appraisal first.

Because it's in "Packaging and Delivery," depending on how they're handled, that most customers decide to take their business elsewhere or come back for more, Chapter One in "DO IT NOW . . ." will cover the subject. With it, you'll find out

**What You're Doing and Should Be Doing
About Such Business-builders as**

• button tags • bundle stuffers • bagging techniques and materials •
call office conveyors • sorter devices • storage • drivers' racks
• drive-in windows • split counters • car hops • trucks and their ap-
pearance . . . and much, much more

IN FUTURE CHAPTERS, YOU'LL FIND OUT AS MUCH ABOUT

**FINISHING AND INSPECTION (August)
MARKING-IN, CLEANING AND SPOTTING (September)
SALES PERSONNEL, ROUTE AND COUNTER (October)
OTHER PROFIT OPPORTUNITIES (November)
ADVERTISING AND BUDGETING (December)**

**WATCH FOR "DO IT NOW . . ." THROUGHOUT YOUR ENTIRE OPERATION, IT WILL GIVE YOU
COMPLETE BLUEPRINTS FOR SPOTTING LOST BUSINESS AND DOING SOMETHING ABOUT IT!**

National **CLEANER & DYER**

305 East 45th Street, New York 17, N. Y. — OREGON 9-4000 — **ABC/ABP**

TEN COMMANDMENTS OF BLEACHING

1. Do not use bleaches in contact with metals, either on the board or in containers.
2. Oxidizing bleaches and reducing bleaches, being opposites, will neutralize each other.
3. Bleaches are used as a final procedure in spotting rather than a drastic one-step, stain-removal operation.
4. Hypochlorite bleach (chlorine) can be used only on synthetic or vegetable fiber. Never on animal fiber such as wool or silk.
5. Overoxidation can result in complete fabric deterioration.
6. Handle the strong bleaches with care in respect to other garments that may be nearby. An accidental drop can cause a claim.
7. Heat is a catalyst for all bleaches. Alkalies or acids will speed up their action, also.
8. Sodium hydrosulfite cannot be used on weighted silk unless used in conjunction with an alkali. Reaction with the metal used for weighting will turn the garment black.
9. Potassium permanganate is too harsh a bleach for immersion processing. It can be used to advantage in spot bleaching. It is neutralized by the weak reducing bleach sodium bisulfite.
10. Oxidizing bleaches are best for elimination of stains; reducing bleaches best for dye-stain removal. Of course, a strong oxidizing bleach such as chlorine will also remove dyestuff quite completely.

Continued from page 54
weak. It might be pointed out here that bleaches, whether oxidizing or not, can be speeded up and thus made more potent by what is usually termed a "catalyst." Such catalysts are usually either an acid or alkali.

Sodium hypochlorite: This strong oxidizing bleach is sometimes referred to merely as "chlorine"—occasionally it is called Javelle water. It is made up and sold commercially at varying con-

centrations and under various names. Clorox, for example, is a chlorine bleach of 5.25 percent concentration.

Hypochlorite can be used only on vegetable and synthetic fibers. It damages animal fibers such as silk and wool.

When hypochlorite is used, an antichlor should follow to neutralize and stop the bleaching action. Occasionally chlorine bleach has use in the spotting department. For our purposes it is used at 1 percent concentration. Be-

cause hypochlorite is on the alkaline side, the addition of an acid speeds up its bleaching action.

Since hypochlorite is colorless, it poses a problem when used on any garment except a white one because the spotter has no way of knowing how far the bleach has spread into surrounding areas. Because it is a strong bleach and we cannot confine it by seeing where it is on the garment, it does not lend itself well to spot bleaching. Acetate dyes, however, are quite resistant to oxidizing bleaches. On occasion I have used a weak solution of hypochlorite bleach ($\frac{1}{2}$ percent) to remove the last traces of a stain from an acetate print fabric. Of course, before attempting such a procedure it is always advisable to try the bleaching agent on the edge of a seam or on a sample taken from an unexposed seam. When in doubt, try it out!

Hypochlorite bleach often is of value in bleaching white collars that have been removed from dresses. This can be done by soaking them for a few minutes in a bleach bath made up in a glass jar or quart bottle. Then they should be rinsed and antichlored by the use of sodium bisulfite, which will be discussed later.

Great care must be exercised whenever hypochlorite bleach is used, since only a drop or splatter can cause an immediate loss of color from most garments. Be sure to neutralize and rinse well after using chlorine.

Potassium permanganate: This comes in the form of crystals which, when dissolved in water, produce a purple-



After application, flush area with steam. Be sure spotting board is wiped after bleaching so following garments will not be affected

STREAKS-SWALES-RINGS

**eliminated completely
by the 2-Bath Method**

All charged systems build up with non-volatile impurities which include fatty acids, cholesterol, mineral oil and grease.

When left in the garments these non-volatile impurities result in streaks, swales and spotting rings.

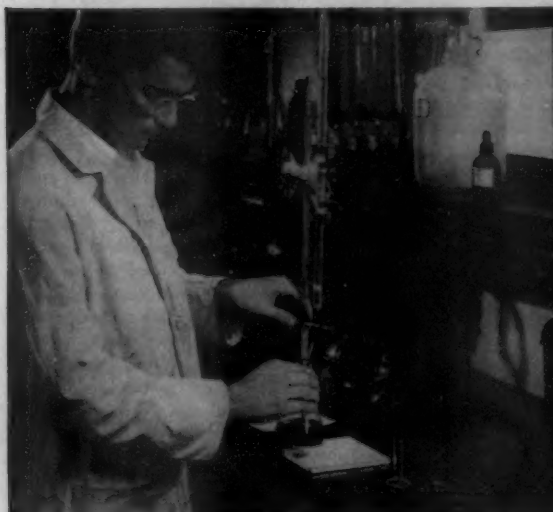
The various types of activated carbon used by drycleaners serve well in controlling the color of the used charge, but are not capable of removing all of the non-volatile impurities which result in streaks, swales and spotting rings.

Distillation completely removes all of these objectionable impurities, but also removes all of the

active detergent in the charge. This places a prohibitive detergent cost on the frequent distillation of charged solvent.

This problem has been solved in over 5000 leading plants by distilling a separate rinse bath instead of the charged bath.

Garments cleaned in this 2-Bath Method are dried after having been rinsed free of excess non-volatile matter. There can be no streaks, swales or spotting rings. And by distilling the rinse solvent instead of the charged solvent, detergent costs are held to a minimum.



CHOLESTEROL FATTY ACIDS-MINERAL OIL-GREASE

This photograph shows one of STREET'S chemists while conducting a routine analysis of charged solvent. Samples of charge taken from hundreds of plants of all types had this in common: all were contaminated with soluble impurities of the types named above. Regardless of the type or brand of detergent, and regardless of whether it was used in 1, 2 or 4% the charged solvent built up with these non-volatile impurities which could not be removed in a practical commercial operation without removing the active ingredient. Any chemist observing the results of these tests would readily recognize the advantage in distilling a separate purified rinse, as practiced in the 2-Bath Method.

*For complete service on the 2-Bath Method with Conductivity Control,
enlist the aid of one of Street's 50 highly trained technicians.*

Write to R. R. Street & Co. Inc., 561 W. Monroe Street, Chicago 6, Illinois.

colored solution. While this bleach can be used on any fiber, it is so strong that its use in the wetcleaning department has been discouraged. When it is used, the garment is immersed in a bath of permanganate solution for a minute or two, after which it is neutralized by immersion in a bath of sodium bisulfite solution. This neutralizes the permanganate and the garment returns to a white from the purple color caused by the permanganate.

Permanganate is a very harsh bleach and very often causes deterioration of wool by this strong oxidation. However, it occasionally has use in the spotting department because *where it is present it can be seen*. This is in contrast to hypochlorite. Thus, if we had the remains of a stain, which we would like to bleach out, in the center of a white polka dot, we could apply just a touch of permanganate to this spot and see where it was present. In that manner we could confine it within the white area of the polka dot. Then after a minute or two of this bleaching, we can neutralize the permanganate by the application of sodium bisulfite solution which in itself is so weak that it will seldom cause color loss. We then can flush the area completely with water from the steam gun. So while this bleach is not recommended for immersion bleaching, because of this property it can be used once in a while to advantage in the spotting department.

Sodium perborate: This is a mild oxidizing bleach in the form of a white powder. Stability and mildness are its chief advantages. Garments bleached in perborate are usually put down completely submerged in a bath overnight. This bath is usually made up in an earthenware crock. Sometimes a neutral wetting agent is added to it to give better penetration properties.

Sodium perborate is on the alkaline side. Therefore, garments bleached with it should be "soured" after rinsing to neutralize any alkalinity that might remain. Such alkalinity might cause yellowing on wool fabrics.

Sodium perborate is often used in the spotting department by applying a small amount of the powder to the stain, followed by heating and wetting with the steam gun. The mild action of this bleach makes it safe on most dyestuffs and it is safe on all fibers. Very often, then, when the spotting procedure calls for bleaching, this is the bleach used, because it is slow-acting and gives a greater margin of safety to the color of the fabric itself.

Hydrogen peroxide: This, too, is a very mild oxidizing bleach. In fact,

there is little difference between it and sodium perborate since sodium perborate in water actually forms hydrogen peroxide.

Hydrogen peroxide can be bought in varying concentrations. The most commonly used is the regular drug-store variety which is 3 percent-10 volume.

Like sodium peroxide, hydrogen peroxide is slow-acting. Its rate of oxidation can be speeded up by adding a little ammonia to the area being bleached. On the spotting board this speedup is justified but in bath bleaching it is not advisable, since overoxidation can result, causing deterioration of the fabric.

Peroxide can often be used to eliminate scorch. This is done by first wetting the area slightly with water and then applying 3 percent hydrogen peroxide. If possible, the area being bleached should then be exposed to the sun's rays. This produces a mild bleaching action that on wool fabric will usually eliminate scorch and yet not cause a loss of color. As the area dries out, more peroxide is applied until the required bleaching is done. On some top-dyed gabardines, however, a loss of the top dye will usually result in a difference of color and such bleaching is not advised on this type of fabric.

Heat is a catalyst for all the bleaches. Heat, therefore, is very often applied to increase or speed up the bleaching action. Metals also will increase bleaching. I well recall an occasion when I had placed a white blouse in a perborate bleaching bath overnight. When I took it out of the bath the next morning, it fell apart around the neck where it had been decorated with some metal thread. The increased bleaching this metal had caused resulted in complete deterioration of the fabric in the immediate area of the metal.

Generally speaking, it is advisable to keep bleached areas away from metals or metallic surfaces. If necessary, separate the bleached area from the metal by the use of a towel or cheesecloth. And whenever a bleach of any kind is used on the spotting board, be very careful to wipe any traces of the bleach off the board. If you don't a slightly moist area on the board might very well contain bleach and cause a loss of color from the next garment passed over the board surface.

Reducing bleaches

The strong reducing bleaches are commonly referred to as "strippers." This suggests that they strip the color from the fabric. In some cases this might literally be true. Whether

strong or weak, the reducing bleaches decolorize by taking oxygen away from a stain. Because they act in this manner it can be seen that these bleaches do not bleach with as permanent an effect as do oxidizing bleaches. This is due to the fact that the bleached area begins to take on oxygen again from the air, which tends to return it to its original color.

Because reducing bleaches are exactly the opposite of oxidizing bleaches, one type will neutralize the other. For example, we saw where sodium hypochlorite bleach (oxidizing) was "antichlored" by the use of sodium bisulfite, a reducing bleach. It also follows in the use of bleaches that where one does not give good bleaching results it is advisable to try the other type, since dyestuffs react differently to the two types.

Reducing bleaches we commonly use contain sulfur. When this sulfur combines with metal, the metallic sulfide that is formed is very difficult to remove. With this in mind, do not use reducing bleaches on fabrics in such a manner that they come in contact with metal. We have pointed this out before in this discussion but it bears repeating with regard to reducing bleaches.

The reducing bleaches are probably more effective in removing dye stains than are the oxidizing bleaches and they are generally used for this purpose. Again, we shall discuss them by beginning with the strongest and progressing to the weakest.

Sodium hydrosulfite: This is the bleach commonly referred to as "stripper." It is a white powder, sold under many different trade names.

We have somewhat the same problem in using this on the spotting board as we did the strong oxidizing bleach, sodium hypochlorite—it is most difficult to control it within a certain area. If we apply it as a powder and then dissolve this powder on the area with the steam gun or by adding water, we are not able to keep it confined very easily. Sometimes it is possible to use the end of a bone spatula made damp with water to apply a small amount of the powder to a stain. Then, when desired, this small amount can readily be rinsed from the fabric.

Keep in mind that you do not reach for the stripper until other procedures have been used to their fullest. A dye stain should first be treated with the object in mind of bleeding the fugitive dye from the fabric. This will begin with such mild tactics as plain water followed by a neutral wetting agent. With this alone and given a

Continued on page 66

Pack in Poly...14 Garments a minute with speedy new **Rack 'n Roll**

JUST PULL...

Completed poly bags are
pulled in a continuous roll.



ZIP OFF...

The poly bags come perforated
on the roll for easy separation.



AND DELIVER...

(in 2 seconds)

You're all set for packaging the
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RACK 'N ROLL ADVANTAGES FOR YOU

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DISPENSING RACK

AVAILABLE IN 4 SIZES

length	width
30"	20" - 1,400 bags in a roll
36"	24" - 1,000 bags in a roll
54"	24" - 667 bags in a roll
72"	24" - 500 bags in a roll

*also 21 x 4 gusseted

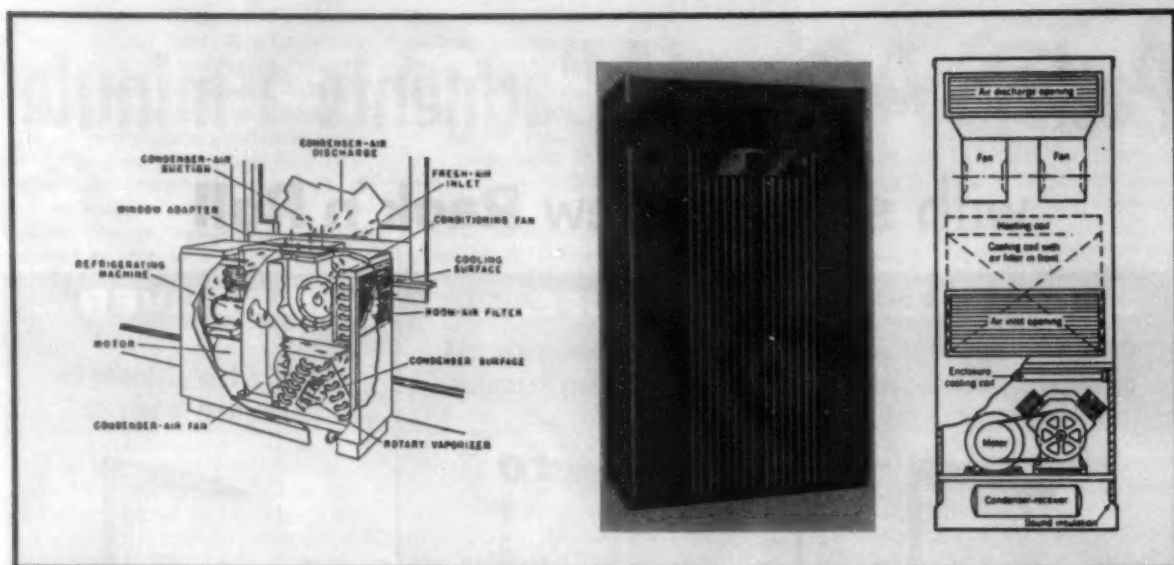


Fig. 1. (left). Small self-contained air-conditioning unit can be fitted into office or small store space. Fig. 2. (center). Large self-contained unit is extremely attractive, can handle large store fronts and customer areas. Fig. 3 (right). Sectional view indicates major elements within large unit, such as Fig. 2.

Conditioned Air for Drycleaning Plants

What the different systems mean to you

By JOSEPH C. McCABE

CUSTOMER AREAS in most drycleaning plants are as modern as money and ingenuity can make them. Air conditioning certainly is a part of this aspect of customer relations.

The space a drycleaner allots to office and store areas lends itself beautifully to the benefits of air conditioning. Here the answer comes in a package-type air-conditioning unit. Depending on the load, you can choose from a small room conditioning design (Fig. 1) to a good-sized, self-contained air conditioner (Fig. 2).

The room units come in window sill models (rated at $\frac{1}{2}$ and $\frac{3}{4}$ ton), and are usually air-cooled. That is, they depend upon a flow of outside air to carry away the heat the condenser picks up in its cooling job. As you can see in Fig. 3, room air is pulled into the conditioning unit by the fan, passed over a coil where it is heated or cooled, depending on the temperature desired, and then discharged into the room.

The larger, self-contained units (Fig. 2) come in sizes up to 20 tons. In these units you'll find all the ele-

ments except possibly an air washer, that would go into a complete air-conditioning system no matter what its size. The elements are fan, filters, direct-expansion cooling coil, a compressor, condenser, receiver and auxiliaries contained within a sound-proofed, attractively decorated cabinet (Fig. 2).

The plant area

Once you cross over from the office-customer area to the plant itself, air conditioning becomes a severe problem. The extent of the problem depends on just what equipment you have in your plant. For example, if you have shirt and apparel presses there is a heat and humidity situation which will prove most expensive to combat with air conditioning.

The lowest cost method in this instance traditionally has been to go to straight ventilation supplemented by an effective exhaust system. Of recent years another strong choice—spot cooling with evaporative condensers—has come to the fore.

Exhaust systems

If the area where these presses are placed is a localized one, preferably along an outside wall, a series of propeller fans mounted in the building wall or windows opening into this wall has been a useful solution. A number of small fans will distribute the air flow better than one large fan. It is also desirable to use outside baffles to prevent the wind from adversely affecting the capacity of the fans.

When a direct discharge, say out to a sidewalk or onto a neighboring plant, would create a nuisance, stacks discharging above the roof should be provided. Furthermore, these stacks should exhaust through the roof (Fig. 4).

In discussions of power roof ventilators several descriptive terms are often used interchangeably, such as roof fan, power roof fan and power roof ventilator. Of these terms, power roof ventilator is the one most commonly used by equipment manufacturers.

The equipment in question can take many forms and shapes. The feature



When customers send **HALF** a suit *dirty solvent shows up!*

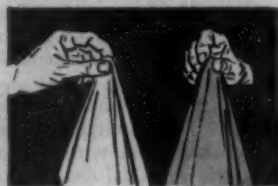
You're bound to get beefs when a skirt that is supposed to have been "cleaned" comes back looking dingy and darker in color than a jacket that stayed home. It's a sure sign that you're using dirty solvent.

It's a sure sign, too, that you'd better switch to daily use of DARCO® activated carbon. A dose of DARCO in the morning sweeps bleeding dyes, soil and odors from your bath—puts your solvent in shape to give top quality cleaning all day.

DARCO costs so little—only a fraction of a cent per garment. It's the cheapest "customer insurance" you can buy. And DARCO is so easy, so clean and so economical to use in the handy "carbon meter" bags. Order today, from your distributor — and use it *every day*.

MAKE THE DARCO WHITENESS TEST

Run half a piece of white cotton or rayon through your washer. Dry, press —and compare with the non-cleaned half. If the "cleaned" cloth looks gray, your solvent needs DARCO!


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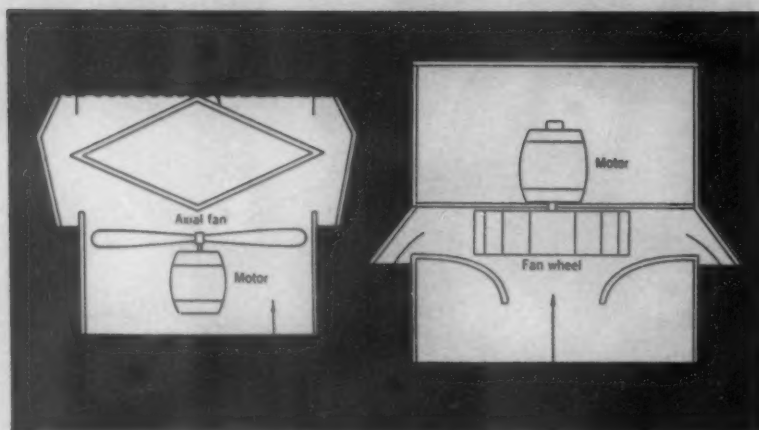


Fig. 4 (left). General arrangement of direct-driven, auxiliary-type axial power roof ventilator.
Fig. 5. Typical arrangement of direct-driven centrifugal power roof ventilator

common to all units in this class is the fact that air enters the unit vertically upward, and the air mover rotates in a horizontal plane. Acceptance of this definition eliminates propeller-fan penthouses, and self-contained centrifugal fan vent sets which are sometimes located on building roofs.

There are two distinct types of power roof ventilators, the *axial* and the *centrifugal*. The axial power roof ventilator is characterized by a weatherproof housing enclosing a propeller fan. The propeller rotates in a horizontal plane when it is moving air. The most important feature of this type of ventilator is its dual capacity. Under conditions that favor good exhaust as a gravity ventilator, the propeller need not be operated, and ventilation by siphon effect will occur. When a higher ventilation rate is required, the fan can be turned on and the full capacity of the unit utilized.

For this dual operation it is not possible to have automatic back-draft dampers, since the normal siphon effect would be reduced or destroyed by the resistance to opening which they offer. If required, either manual or motor-operated dampers should be used.

The simplest definition of a centrifugal power roof ventilator is that it is a centrifugal fan with vertical shaft, designed for radial discharge as illustrated in Fig. 5. To accomplish this purpose, certain parts can be identified in all power roof ventilators of this type.

Framework: In all fans except those involving spun-metal construction there is an angle framework which rests on the curb, gives the ventilator rigidity, and supports the wheel, motor and bridge. It also acts as a skeleton for the ventilator housing.

The bridge is a separate assembly supporting the fan shaft wheel and bearings as well as the motor. Good bridge design incorporates rigidity of members, accessibility to motor and, in the case of belt-driven fans, to bearings and fan shaft.

Vibration isolators are used to support the bridge and to prevent the transmission of mechanical noises and vibration from the bridge to the rest of the fan. The isolators can be of either the spring, rubber, or spring-and-rubber type. Where the latter type vibration isolators are used, it is frequently necessary to anchor the bridge to keep it rigid and prevent damage to the isolators while the fan is being shipped. Such anchor clips should be removed after the fan has been installed and before it is tested.

Fan wheels are primarily of the backward curved type. In addition to being designed in such a way as to provide maximum economical delivery of air at any given speed, larger fan wheels must be constructed so that the fan disc is suitably reinforced. Aluminum wheels are used by some manufacturers. They are lighter in weight, have better inherent balance and, because of their lighter weight, put less thrust on bearings, thus increasing bearing life.

Fan inlets should be designed to provide air entry into the wheel with a minimum of pressure loss. Since most roof fans pull from large duct risers, acceleration of the air into the fan inlet can create a pressure loss, manifesting itself as a whistle, if the inlet is not properly shaped.

Housing: In contrast with centrifugal blowers where housing design is important to the fan performance, the housing of a roof fan is primarily intended to protect moving parts from the elements and to act as a canopy over the roof opening. For most

manufacturers, housing design is based on appearance and accessibility to moving parts for servicing. However, the housing must be designed with suitable dimensions to permit unrestricted discharge of air from the fan wheel.

Straight ventilation

The method of straight ventilation involves sufficient fan power to produce a fairly strong air movement and that movement in itself gives a feeling of comparative comfort.

The application of fans is fairly simple. The ideal arrangement calls for exhaust fans on the sun side of the building and intake or fresh-air fans on the north side. If building layout or equipment location presents a problem for the intake fans, then stay with the exhaust fans on the sun wall and install the other fans wherever convenient. Such a system, however, is merely a refinement of the use of many smaller fans to give localized relief.

Evaporative cooling

A more effective relief method is evaporative cooling, because it introduces a conditioned air as well as a moving, freshly changing flow, which is all that ventilation can give. This can be done piecemeal so as to give localized relief or it can be employed throughout the back of the plant area. The exact cost, of course, depends on which selection you make and your individual climate.

Some feel you can justify completely cooling the work area of your plant by this method if you have an average monthly difference between dry-bulb and wet-bulb temperatures of at least 12 degrees. But a major cost item in applying evaporative cooling is the ductwork involved. If you were to try for even distribution of the cooled air throughout a plant's area you would need considerable ductwork and the cost per outlet could run \$125 to \$150.

Suppose you were to use as an example a drycleaning plant requiring 625 c.f.m. Then a single duct supplying this load would measure more than 6 square feet in cross-section plus some allowance for air-pressure loss in the duct. The chances are you would employ two or so large supply ducts with smaller take-offs feeding various corners of the plant. The fan power you would need obviously would increase with an increase in over-all ductwork.

Unquestionably, for a lower price, you would settle for something less than a complete and even distribu-

WHEN THEY WANT THE
best!

OPERATORS ALL OVER
THE WORLD SELECT

HAMMOND

Drycleaning Washer Extractor Units



Why?

- VIBRATION FREE
- OPEN POCKET CONSTRUCTION
- PRECISION AUTOMATIC SEQUENCE CONTROLS
- PERFECTED OPEN-TOP MONEL SCREEN FILTERS

Pictured are two views of the beautiful La Margarita Dry Cleaning Company, San Jose, Costa Rica, owned by Mrs. Gabriela, De Metger and Herman Metger. They selected two completely automatic Hammond Washer-Extractor Drycleaning Units with full two bath systems. These Hammond Units provided their need for greater production, higher profits while reducing overhead in time, labor and space!



hammond

LAUNDRY-CLEANING MACHINERY COMPANY WACO, TEXAS

tion of cooled air. But the advantage of evaporative cooling lies in the comparatively lower-cost supply of cool air as compared to a system employing refrigeration. The ductwork would be comparable for both straight air conditioning and evaporative cooling.

The working of an evaporative cooling system is simple enough. An air washer, as it is called, or a set of water-soaked pads or mats is placed in the path of the incoming air. The water bath scours the air, cools it, and in the process also removes some water (depending entirely on the atmospheric conditions).

Just which choice of watering device you employ (air washer or drip-type evaporator) depends on the quantity of air involved. Our sample case, for instance, would need an air washer for the whole plant. Usually there is some sort of eliminator at the exit end of the water spray chamber to remove any entrained moisture caught up in the moving stream.

What about a cooling tower? Does it fit in here? The cooling tower does a very similar job to the air washer but it does not apply. The tower takes water heated up in plant process or in working with a refrigeration system in air conditioning and breaks it up into very tiny drops. These drops are allowed to fall down through a tower built up of slats which further split up the water droplets while all the time fans are blowing or pulling air through this slat construction. The air draws the heat from the dropping water, cooling it down to a serviceable temperature. Considerable quantities of air are employed to cool down a relatively small volume of water.

Air washers, on the other hand, do just the opposite. They use comparatively small quantities of air in a heavily saturated water bath to pull down the air's temperature and, if possible, remove moisture from the air.

Recommendation

At this stage of development our reaction would be to recommend a straight-through ventilation treatment coupled with a good exhaust system for the plant area as the lowest cost system.

Evaporative cooling, however, is developing fast. Equipment involved is being advanced and its application being pushed in many larger summer heat problem spots, such as general laundries, so that the skills required are being greatly polished. Out of this progress will come a knowledge that will make evaporative cooling an excellent device for drycleaning plants within a relatively short period. # #

USE OF BLEACHES IN SPOTTING—Continued from page 60

little time many dye stains can safely be removed. It may then be necessary to determine how the fugitive dye bleeds to alkali or acid and then use the appropriate one in conjunction with the wetting agent. This again may be sufficient to clear the dye stain.

If all else fails, at least we have eliminated easily and safely as much of the dye as possible. Then and only then should we think of using a stripper or sodium hydrosulfite bleach. The less dye we have present to remove by bleaching, the less risk involved in the use of a bleach to do the job. Bleaching agents have a place in spotting procedure but it is at the very end of that procedure.

When we have availed ourselves of all other procedures, it may be necessary to use a strong reducing bleach, which is sodium hydrosulfite. Acids and heat act as catalysts in speeding up the action of this bleach.

Titanium sulfate: This is a purplish-colored liquid, also sold under various trade names. It, too, is effective in removing dye stains, and is applied directly to the stain. Here again, the fact that we can see where it is on the fabric makes it possible for us to keep it within limits. It is well to flush the area thoroughly before applying this stripper since the presence of metals or other contaminating substances in the fabric might cause a discoloration.

Titanium has one distinct advantage in that it does not tend to cause the whitening effect that sodium hydrosulfite might. I recall an instance where the use of titanium sulfate completely eliminated the dye stains that had bled through from the innerlining of a tan jacket. The sleeves of the garment had been affected. By im-

mersing these sleeves in a solution of titanium sulfate bleach I was able to eliminate the dye stains, yet there was no appreciable difference in the shade of the tan outer fabric. I doubt if any of the other bleaches would have done this job so well.

Sodium bisulfite: This is the mildest of the reducing bleaches we will cover. It has some advantages in being so mild. For example, we can use it effectively as an antichlor without concern for the possibility that it might spread into surrounding areas. Its weakness is such that it seldom will cause any color loss. By the same token, of course, it is not very effective for dye-stain removal and is not used for that purpose.

Where there is slight yellowing, such as at a neckline, this mild reducing bleach will help eliminate this condition. On occasion it can be used to eliminate some traces of dye stain at the end of a spotting procedure. You will find that it is quite effective in eliminating the remaining traces of berry stains when they have arrived at the point of merely changing from pink to blue and back again depending on whether an acid or an alkali has been used.

But the greatest value of sodium bisulfite lies in its use as a neutralizing agent after chlorine has been used.

There are other bleaching agents, both reducing and oxidizing, which we have not discussed because they are not used in practice. Nor have we gone into much of a chemical discussion of the principles behind oxidation and reduction. It is felt that to work with bleaches in the plant this theory is hardly required.

The next article in this issue will cover fibers and dyestuff. # #



"You've probably wondered why a brilliant chap like me is content to be a spotter. Right?"

**NEW! A fast-acting
organic dry bleach**

DEDUSTED

CLOREZE

safe for shirts, cottons, linens

Here at last is a dry organic bleach that really works fast... that gives you the bleaching potential of sodium hypochlorite... yet offers real safety for linens and cottons.

And you get real economy with Cloreze*—a few ounces will bleach the average load of white cotton shirts.

You make no formula changes when you switch to Cloreze. It permits wider ranges of bleaching temperatures and is compatible with other wash-room detergents including soap. Use dry-to-the-wheel.

Cloreze is dedusted—easy to handle, easy to measure. Operators like it. Get Cloreze in 100-lb. polyethylene-lined drums from your Pennsalt distributor.

There is a Pennsalt Laundry Product for every operation where supplies are added to the wheel



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This all around wet spotter does a truly amazing job of removing obstinate water soluble soils and stains.

Buckeye Wet Spotter will quickly remove perspiration, blood, salad oil, coffee, albumin, beer and grass stains, as well as grease, meat gravy, mustard and soft drinks. Also very effective in the removal of some inks, paints, medicine and shoe polish.

SAFE FOR ALL TYPES OF FABRICS: silks, synthetic fabrics, woolsens and cottons.

LOOK FOR THE NAME BUCKEYE

Contact your nearest jobber for information on this and other Buckeye products.



Producers of Quality Products For the Dry Cleaning Industry Since 1844

QUESTIONS and ANSWERS

Fading in Storage

When our customer examined this dress, stored in a plastic bag for six months, she found it discolored. Can you explain the reason for this condition?—C. C., Florida

The discoloration on this garment seems to be due to a loss of color. The fact that it occurs on both shoulders suggests that a bag covering the garment may have a bearing, yet it also occurs on the skirt at the zipper placket.

So far as the plastic bag is concerned, I don't think that it alone can be blamed for this condition. I do think, however, that storage of garments in plastic bags will have to be considered in relation to exposure to sunlight, since the effects of sun fading can damage the dyestuff and cause a yellowing of many resins commonly used on fabric. There is also the possibility that a high humidity condition can cause dampness that in turn will become acid as acid gases are absorbed from the atmosphere. This acid condition can cause yellow discoloration as well as acid gas fading on acetate fabrics.

We are inclined to believe an acid condition in these areas caused the yellowing resins that are present.

Stain from Dyestuff

Could you tell me what caused the stains on this pink wool blanket?—R. C., Ohio

We believe the discoloration has been caused by the dyestuff present in some solution that has been spilled on the blanket. This would be a medicine or a beverage of some type. When the area was treated with an acid spotting agent, such as rust remover, we got a very decided darkening of the color to a light red or rose shade. When this was neutralized with ammonia, the discoloration returned to the light shade it now is.

We could see no indication that any spotting operation had been conducted in the area, and we do not think that your processing has caused this discoloration.

Applying hydrogen peroxide (drugstore variety—3 percent 10 volume) to the discolored area and exposing this area to sunlight may achieve a reduction of the color. Other than that, redyeing would seem the only recourse.

Silk Splitting Problem

Can you explain why this figured dress gave way at the shoulders?—M. C. L., Connecticut

The damage to this garment typifies what has become known as "silk splitting." The damage occurs to silk fiber in areas that have been subjected to acids from perspiration.

In spite of this indicating source, however, there is still some question as to just how this damage develops. In articles on page 88, December issue, and page 37, this issue, it is pointed out that the National Institute of Drycleaning is making an effort to definitely determine the cause of this type of damage. While abrasion from wear may have a bearing on the problem, the fact that the damage usually occurs where perspiration is encountered suggests that the acid condition set up by this perspiration tends to deteriorate the silk fiber.

In any event, this is a fabric failure rather than a failure in the drycleaning process.

NATIONAL CLEANER & DYER



There's no time for downtime!

American saves your time with 9 strategically located parts depots.

You get more from

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THE AMERICAN CLEANERS EQUIPMENT COMPANY



**These nearby parts depots
mean fast service
when you need it.**

*Seattle, Washington
San Francisco, California
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Dallas, Texas
Atlanta, Georgia*

*Chicago, Illinois
Cincinnati, Ohio
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Nine depots, each fully stocked with thousands of essential parts, are the backbone of American's extensive nationwide service network. Strategically located throughout the country, these depots are geared to provide fast, emergency service wherever you may be.

In the normal course of operating a dry cleaning plant, the need for repair parts arises from time to time.

This need not be a major problem — that is, if fast, dependable parts delivery is available nearby.

Many times, in response to emergency phone calls, parts are shipped from American depots *within the hour* by the fastest possible means. Our records show that of all the orders received for repair parts, more than 70 per cent are shipped the same day! This kind of fast service in emergencies is another important way you get more from American.

You get more from

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Grand banquet gives some idea of turnout that made AIL's seventy-fifth anniversary best attended laundry convention in history. It topped even 1947 convention in Atlantic City when registration hit 11,207 mark

A.I.L. Convention Highlights

A NATIONAL public relations program based on a motivational research study has been proposed for the laundry industry.

The announcement was made at the closing business session of the American Institute of Laundering's seventy-fifth anniversary Diamond Jubilee convention and exhibit which took place in Chicago, February 26 through March 2.

According to AIL President Victor D. Dalgoutte of Briarcliff Manor, New York, the study will take approximately one year to develop. John L. Slick of Fort Wayne, Indiana, has been appointed chairman of the newly formed AIL Public Relations Committee. The Philadelphia public relations firm of Gray & Rogers has been retained to do the motivational study and carry out the national public relations program.

Earlier in the five-day program, the membership heard Dr. Haldon A. Leedy, director, Armour Research Foundation, summarize the findings and recommendations of its survey on the laundry industry as sponsored by the AIL. Pierre D. Martineau, director of research and marketing, the Chicago Tribune, discussed some of the aspects of motivational research and

what they mean. Thelma Beresin of Gray & Rogers defined public relations and explained how it is used to build climate and promotional direction.

In all, there were 22 speakers who addressed the conventioners at the business sessions which were held in the Conrad Hilton and the Stock Yard Inn. The first day was given over to reports from AIL staff members Cecil H. Lanham, director of education and personnel; Ward A. Gill, director of industry relations, and George H. Isaacson, director of service and the laundry-drycleaning departments.

Tom M. Plank, economics and research department, First National Bank, Chicago, saw a good year for business generally. Many regard the recession as having hit bottom and the year should end in a mild upward trend. He also called attention to the fact that during the past 158 years forecasters who said business would improve the following year were right 145 times.

William C. Schumacher, executive vice-president, International Harvester Company, Chicago, saw nothing fundamentally wrong with our economy and looked forward to continuing good business in the months and years

ahead. He emphasized the importance of people and urged employers to learn about them and what makes them tick if they would keep productivity and compensation more in balance.

Following his address Rabbi Morris M. Hershtman, Joliet Jewish Congre-

\$10,000 Contest

The first announcement of the Parade of Progress Contest now being sponsored by our sister publication, *Starchroom Laundry Journal*, was made at the AIL convention. The news was broken by Editor Henry Mozdzer, addressing the AIL's Advisory Committee of One Hundred as a member of the Trade Journal Editors Panel. Designed to promote progress in the laundry industry by stimulating dynamic management, the contest offers \$10,000 in cash prizes for the six best ideas submitted by *Starchroom* subscribers who have used them successfully during the past year, either to increase sales or to improve production. Details of the contest appear in current issues of *Starchroom Laundry Journal*.

gation, Joliet, Illinois, spoke of the responsibility of the member to his trade association.

John M. Willem, vice-president, J. Walter Thompson, Chicago, gave a film presentation on "Interurbia, the Changing Face of America." Interurbia was defined as the market area beyond the suburbs where whole new communities are springing up which will one day become cities within cities as the growth of the suburbs continues. A new marketing concept needs to be developed to appeal to this group.

Israel D. Fink, G & K Corporation, Minneapolis, Minnesota, analyzed the laundry industry's present method of handling route salesmen and concluded that route salesmen can sell if they are given direction, supervision and control. It is his contention that the real forgotten man in this industry is the new salesman who has been

with the company four or five weeks and left to his own devices.

Senator Spessard L. Holland, Democrat of Florida, who took the lead in 1949 in the Senate debate which clarified the Wage and Hour Law by assuring the exemption of retail and service establishments, warned the group of the continued need for maintaining these exemptions. He urged the members to contact their local Senators and Congressmen and tell them what these proposed laws would mean to the industry and plantowners personally.

At the legislative luncheon held the day before, Harold K. Howe, manager, AIL Washington office, indicated that the time was ripe for wage-and-hour bills to be brought out of committees for a vote this year. While they may still exempt the industry this year, he warned that plantowner support was necessary now when we

get ready to

"DO IT NOW"

WITH NATIONAL CLEANER & DYER'S
BIG SERIES STARTING IN JULY

see page 56

have the support of other groups in this fight.

The final day of the program was given over to subjects of interest to neighborhood-laundry and quick-service operators.

The Diamond Jubilee exhibit was the largest ever held, with 230 manufacturers occupying 61,000 square feet of floor space at Chicago's International Amphitheatre. Equipment and supplies on display were valued at well over a million dollars. ##

Production: Theme at Hartford

MORE THAN 100 members, guests and allied tradesmen turned out for the fifty-fourth annual convention of the Connecticut Launderers and Cleaners Association which took place at the Statler Hotel, Hartford, Connecticut, March 7.

Guest speakers for the one-day program included: Harold G. Dunlap, H. P. Hood & Sons, Boston, Massachusetts; A. L. Christensen, A. L. Christensen & Associates, Joliet, Illinois, and Charles Riggott, National Institute of Drycleaning.

Work simplification: Mr. Dunlap outlined four of the basic tools and techniques of work simplification, making special note of the fact that it is a human problem much more than it is an engineering problem. The four tools mentioned were participation, observation, elimination and work

sampling. Few if any businesses are operating at anywhere near peak performance, he said, and reminded the assembly that the number one responsibility of management is to constantly improve.

Activating employees: Mr. Christensen suggested more than a dozen ways to "activate" the main plant, by making people more interested and enthusiastic about their jobs. He recommended testing new employees, the need for organized training and retraining; reevaluating procedures ("Why shake shirts or sheets?"), setting production standards and records, scheduling work, building morale, etc.

Lot systems: Mr. Riggott spoke of the limitations of the commonly used day-lot system and outlined the steps involved in setting up a more efficient

system of controlled size in which work is identified by colors and numbers. A modern lot system, he said, does not eliminate the need for supervision but leads to better control. A supervisor using a 50-bundle lot system, for example, has three checks on production: (1) he can see that lots are processed in color sequence; (2) he can maintain work balance by shifting garments or employees, and (3) he has a quick check on the "short" rail.

Wash and wear: While not scheduled on the program, AIL President Victor Dalgoutte was given 10 minutes to tell why the American Institute of Laundering awards its Certified Washable Seal to manufacturers of wash-and-wear shirts. (This is the issue which prompted more than 30 Connecticut members of the AIL to resign en masse this past February.) Mr. Dalgoutte explained that the move had the wholehearted endorsement of the AIL's board of directors as a means of protecting the industry against the problem of chlorine-retentive finishes which are being used on these shirts and which will be coming into the plants in everincreasing numbers. Despite the fact that these shirts are promoted as wash-and-wear, he indicated that many of them would find their way to the professional laundry.

The Seal is awarded only to those shirts that are launderable and have a



New Connecticut officers, left to right: Edward Semar, secretary-treasurer; Past President Arthur Stevens congratulating successor, Charles Faye; Vice-President Alvin Reiner looks on

Here's Your Cure for Repellency Troubles —A NEW Cravenette That Works in Any Charged System!

Treating a garment for water repellency is no guarantee that you will get good repellency. The best of repellents have been killed in today's charged systems and by the kind of cleaning and detergents used.

You can now avoid that trouble and be sure of repellency of the highest quality because we now have developed a repellent that can be used after any charged system cleaning—a new high quality "Cravenette" that guarantees a high quality rain repellency in your garments.

It is an entirely new formulation, that mixes with petroleum or chlorinated solvents, and completely dissolves at room temperatures, and without heating. Moreover it remains in solution at lower temperatures without sepa-

ration. Shower repellency of the highest quality is obtained with all fabrics regardless of the kind of detergent or cleaning method used, and in any kind of charged system with, or without a clear rinse. Your customers get a garment with shower shedding abilities of the kind you want them to have. With "Cravenette" you also get a service that sells because it has been popular with the public for almost three-quarters of a century.

If you already employ "Cravenette" water repellents have us tell you at once more about this new development. If you are not yet using "Cravenette" here is an opportunity to install this finest of all water repellent services provided there is a franchise open in your area.

The Cravenette Company, U.S.A.

EIGHTH AND MADISON STREETS, HOBOKEN, N. J.

*Since 1887 the world's leading producer
of water repelling preparations for garment fabrics*

WRITE!

Cravenette Co., U. S. A.

Gentlemen:

Please send me full information about your newest water repellent usable with all types of charged systems

Name _____

Company _____

Street address _____

City _____ State _____

non-chlorine-retentive finish. The Seal is not awarded to manufacturers using advertising which would be detrimental to the industry. The Seal was withheld from one such manufacturer recently until the phrase "Save on Laundry Bills" was taken out of future promotional copy.

Five-minute rebuttals were given by Al Reiner, Mayflower Laundry, Hartford, and George Grasser, White Way Laundry, Wallingford. Their argument, in essence, was that the directors did not know about the awarding of the Seal to a wash-and-wear shirt; that the Connecticut members' earlier petitions were ignored; that the Seal was misleading since none of the wash-and-wear shirts are acceptable

as professional laundry quality; and they saw no reason why the Seal should be given to items that are designed specifically to be done in the home, anyway. While the Seal might have reduced adverse national advertising, they felt it did little or nothing at the point of purchase.

Forrest Neal, AIL district director, urged those resigning to reconsider and settle their grievances through the proper channels. The group was adamant, however, and there was no indication that they were ready to come back at this time.

The only other speaker remarks concerning the secession move were made by Mrs. Charles M. Dobbs, Monarch Laundries, Inc., New Haven.

She told the group at the banquet that evening that she valued her membership in the AIL very highly and five months ago was on the verge of quitting the state association. But the AIL advised her to stay. Now that the Connecticut members have quit AIL, she admitted to being confused. Monarch is one of the few plants in the state that has not resigned from the AIL.

The newly elected officers of the association are: Charles Faye, American Cleaners, Bridgeport, president; Alvin Reiner, Mayflower Laundry, Hartford, vice-president; Edward Semar, U. S. Cleaners, West Hartford, secretary-treasurer; and Ackley Shove, Jr., Perry's, Inc., Waterbury, sergeant-at-arms.—Henry Mozdzer

Oklahomans Consider Fabrics

FABRICS held the center of the stage at the twenty-eighth annual convention of the Oklahoma Association of Drycleaners, held March 22 and 23 in Oklahoma City.

Among the 300 who attended, much interest was shown in the large fabric display brought to the convention by Paul Jacobsen of the Wallerstein Company. The display pointed up the importance of the Oklahoma City Better Business Bureau's Fabric Forum program, established so that merchants and cleaners could work together for the protection of the consumer against unsatisfactory fabrics and garments.

In his talk on "Customer Complaints and How To Eliminate Them," Mr. Jacobsen stressed the special importance of public relations in a time

of dwindling confidence in general business and a declining economy. Emphasizing the role of customer satisfaction, he outlined various methods for building up goodwill and promoting successful sales campaigns.

J. G. Draper, member of the BBB Fabric Forum, discussed developments in the textile field which are of importance to retailers, drycleaners and their customers. He commended the cooperation of Oklahoma City drycleaners, which has helped the Bureau ferret out unserviceable fabrics against which it warns both retailers and public.

Both fabrics and customers figured in the talk of Bill Browne, head of public relations of the National Institute of Drycleaning, whose subject was "What Wash-and-Wear Can

Mean to You." He reported some of the facts learned in a recent survey made to determine the durability and popularity of these fabrics. He also discussed customer motivation, and how it can be used to get and hold new customers.

In the election of officers, C. A. Downey of Ponca City was advanced from first vice-president to president. R. W. Wayland, Tulsa, went from second to first vice-president, W. F. Griswold, Lawton, was elected second vice-president, and L. J. Nieman, Oklahoma City, was chosen secretary-treasurer.

Outgoing officers were E. F. McComb, Norman, president, and Dean Jayroe, Oklahoma City, secretary-treasurer. Oklahoma City was selected for the 1959 convention. # #



New Oklahoma officers, left to right: W. F. Griswold, C. A. Downey, L. J. Nieman, R. W. Wayland

CISSELL DRYERS have sturdy *double walls* that provide extra strength . . . **KEEP HEAT IN BASKET.** Perforations in basket shell are extruded to provide smooth surface.

*Large basket shaft in Gear Reducer supported by Timken Bearings—15 year life expectancy under continuous 40-hour week operation!



CISSELL DRYERS have an 8-Stage Heat Control. Operator sets control for the heat he wants . . . and forgets it. Cissell's 8 **FIXED** stages of heat assure that temperature is *positively* maintained—and every drycleaner knows how important that is!

Mr. Drycleaner

. . . get these advanced features with

CISSELL DRYERS

- Years of dependable service
- Accurate temperature control
- Fast drying—complete deodorization

DELIVERS 3200 cu. ft.



OF AIR PER MINUTE

42" x 42" SIZE

CISSELL DRYERS in all sizes deliver large volumes of air for fast drying and complete deodorization.

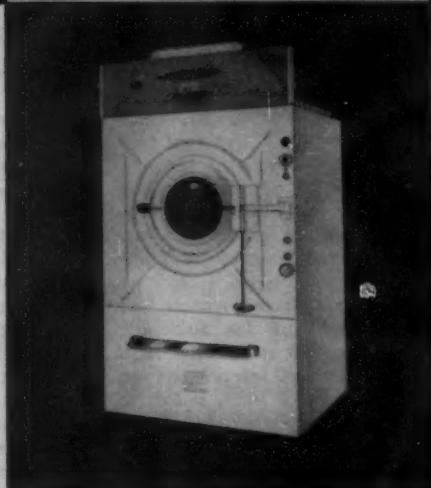
CISSELL DRYERS are modern in cabinet design. Install them side by side, yet retain complete accessibility of all parts for simple maintenance. Basket can be removed in less than 1 minute. Air Filters standard equipment on 42" x 42". Cissell superior features add up to drying *at its very best!* For proof, just ask the man who uses a Cissell Dryer!

Cissell Steam-Heated Drycleaning Dryers—Single Basket: 36" x 18", 36" x 30", 42" x 42". **ALSO AVAILABLE:** Cissell Gas-Fired or Steam-Heated Laundry Dryers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42".

W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

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CISSELL

TOO LITTLE ACTION

Continued from page 24

ployed to lead a stampede of purchasing automobiles, washing machines, new homes, etc., they are as wrong as a nine-dollar bill. I'm in favor of lower taxes, but opposed to selling the American people that all we need to turn business up is to cut taxes."

Leadership recession: "This is," continued Red, "not an inventory recession but a leadership recession . . . in labor, in business, in government."

According to Red, leadership has unrealistically refused to face the facts of "too much at too high prices." Labor leadership of the country, with a few notable exceptions, has preached and still proclaims the idea of "more for less." Regardless of whose theory of inflation you follow—wage-price spiral, administered prices—whichever accepts leadership in any field must realistically accept the fact that increased productivity, wherever and however secured, is the answer to an expanding economy and reasonably stable prices. Red praised the courage of one labor leader who at a recent AFL-CIO convention came out openly for "less featherbedding, more work per buck!"

Money exists: Turning to business, Red stated that "The purchasing power to permit us to have a successful, prosperous economy exists today. We don't have to have a moratorium on taxes, we don't have to have a tax cut, except the kind of cut that might give some kind of incentive to make it possible for a man to invest in a new plant or machine or new invention."

"Savings are up 5 percent over 1956. No other peacetime era has ever seen the rate of savings that we have today. It's only exceeded by the wartime rate when people couldn't buy anything. Personal income is up 5 percent over '56."

On the current unemployment Red had this thought for his audience: "Now it is true that in January 1958 we employed 340,000 less people than we did in January of 1957. But there were 900,000 people added to the work force in 1957! That's why we're faced with unemployment figures around 5 million, even though they may be slightly ballooned by people who are between jobs, or who have decided they don't want to work any more."

"Our problem today is to use the increased savings, the increased personal income. We must get it spent to create jobs, to lower unemployment."

Job for selling: This is the job that selling must do, Red maintained. "Too many manufacturers are trying to sell old products at old or too high prices, and they're trying to sell too much. I have told my own industry that much of the circulation race is uneconomic and unwise. I don't believe that people like Art Porter or J. Walter Thompson would think any the less of a newspaper that didn't show any increase in circulation if the town didn't show an increase, as long as it offered the kind of substantial coverage of that market that he wanted."

"Increases—whether in circulation or whatever—without profit are stupid. They have created a part of this 'slump psychology.'"

Too formalized: Hitting another point, Red said, "There is too little flexibility on the part of manufacturers. That's the way we did it before, so that's the way we're going to do it '58. Today everything has been formalized, and we have misled ourselves with these fancy terms—marketing director, marketing vice-president, sitting in an ivory tower, figuring what ought to happen out there on the firing line—whether it bears any resemblance to actual conditions or not."

Red reminded his listeners that, at the NSE Convention in Los Angeles last June, he told assembled SEC's that if the manufacturing management would spend more time on Field Sales Management they'd be getting a better result.

"There is too much theory, too little action," Red continued. "I'm not in favor of 'no research' or 'no marketing analysis' but I am in favor of knowing just what is going on in the field . . . so that your programs for the showroom, your retail stores bear some resemblance to the problem on the firing line. And too many manufacturers' plans today bear no resemblance."

Too little advertising: "There is too little advertising," he said. "I heard a cute answer the other day to a man who said he was going to cut his advertising because he wanted to save money. My salesman said, 'Why don't you stop your watch and save time?' But you can't tell me that advertising is not an important sales tool. However, we must take a little of the bunk out of that one, too."

"The lingo that has grown up in the last 10 years leaves an oldtimer like myself a little baffled. It took me quite a while to find out what they meant when they talked about creating a product image. I wish there were less talk about creating a product image and a little more sales urgency in present advertising . . ."

Red cited one manufacturer who, he believes, approaches today's problems in the proper way. Scott Paper was faced with a slightly lower profit picture in '57 over '56. "There was nothing to be ashamed of, nothing to apologize for, and they didn't," he said. "The annual statement was a masterpiece of solid confidence. Nobody's being panicked because they didn't make as much money as they did the year before. What did they do? They improved their product. Now nobody was complaining about the Scott products. They took the low-priced line and they brought it out in color. They didn't cheapen the line, they didn't take quality out of the high-priced line. And what happened? The whole line moved faster . . . to the point that in the first two months of 1958 they were up 5 to 7 percent in shipments over the same two months of the year before. They also revised their price and discount structure."

"Further, Scott also stepped up their advertising. They put it under a microscope and scrutinized everything they were doing, how good it was, how much they were getting out of it. Looking for a maximum return on their advertising dollar, they've increased their trade paper advertising and publicity to impress the retailers that Scott is a growth company, that they have multiplied their products, made changes and are moving forward. And they are doing it in a market when people are sitting around wringing their hands, saying 'oh brother, look out.' In addition they've also increased their sales training and incentives for salesmen."

"My conclusion is that we are at the bottom of this present economic recession, but if we want to crawl out of it, we are going to have to climb . . . and that means all of us . . . manufacturers, retailers, farmers, etc."

"If this job gets done, we're going to do it, and hundreds of thousands just like us. It can be done, and if it's to be done solidly and permanently this is the way it has to be done. It has to be done by manufacturers who have courage enough and the foresight and wisdom to do the steps discussed here."

While Mr. Motley's remarks were directed at business generally, they could well have been made to our industry exclusively. For this reason, we have departed from our usual single-page editorial to bring you the complete message.

Our "Do It Now" campaign beginning in July is specifically designed to help you put Mr. Motley's ideas to work. Be sure to watch for it.—Ed.

NORTH, SOUTH, EAST, WEST
Customers Demand a
SOFT, NO-SHINE FINISH

Get it easier... faster with a
CISSELL
FORM FINISHER

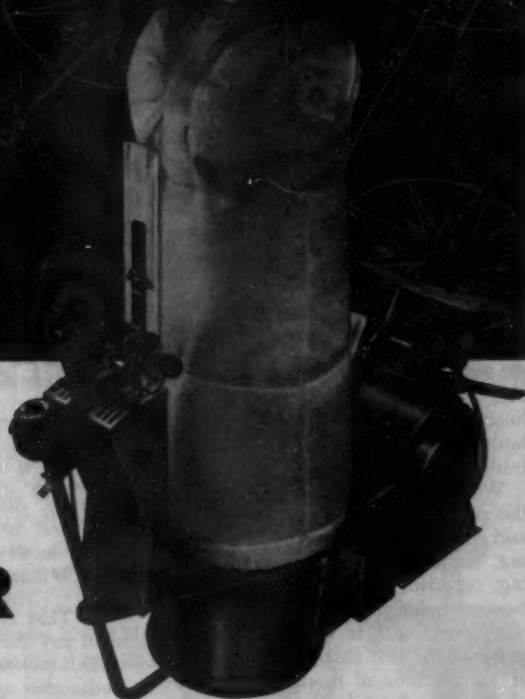
- ★ No Foot Pedals
- ★ Fully Automatic
- ★ Air and Steam at the same time
- ★ Controlled Air Pressure

Checked the quality of your finishing lately? Remember, your customers check it continuously. Meet their demand for a soft, no-shine finish with equipment built to do the job. Even hard-to-work materials that demand air while steaming are finished beautifully.

The Cissell Form Finisher is FULLY AUTOMATIC (No Foot Pedals.) The Cissell Time Switch does the job! Operator can do other work while the Cissell Form Finisher steams, dries and cuts off automatically. Levers regulate size of nylon form at waist, hip and lower positions by moving back and forth in a horizontal motion and quickly locking into position. Finish any size garment—from the smallest child's to the largest adult's. Air pressure adjustable from minimum to maximum or to any intermediate stage. Superb construction—the kind you expect from Cissell.

CISSELL FORM FINISHER includes one set of #11 Sleeveless, one set of #24 Sleeveless, and one Cissell Vent Clamp. Guaranteed for one year against manufacturer's defects.

Consult Your Jobber



LEVER ADJUSTED NYLON FORM



CISSELL BUILT TIME SWITCH

W. M. CISSELL MFG. CO., INC.
LOUISVILLE 1, KENTUCKY

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles. Foreign Distributors write Export Dept.—Cable Code "CISSELL".

CISSELL

Drawing Up a Contract

THIS AGREEMENT, made and entered into this sixth day of January, 1958, by and between ABC Cleaners, Inc., hereinafter referred to as the party of the first part, and John Doe, hereinafter referred to as the party of the second part.

WITNESSETH: That, whereas, the party of the first part is engaged in the cleaning, fur cleaning, rug cleaning, dyeing, repairing and storage business in Anytown, U.S.A., and has built up and established an extensive trade therein; and,

Whereas, each person employed by the party of the first part, to call for and deliver articles received for cleaning, fur cleaning, rug cleaning, dyeing, repairing and storage to its customers, holds a position of trust and confidence and is entrusted by the party of the first part with knowledge of its methods of doing business including the bounds of its routes, the names and addresses of its customers, and other private and important information; and,

Whereas, the party of the first part and the party of the second part acknowledge that goodwill, continued patronage, and the list of names and addresses of its customers constitute the principal asset of the party of the first part, the same having been acquired through the outlay of considerable time and effort and by the expenditure of large sums of money by the party of the first part; and,

Whereas, the party of the second part is desirous of entering the employ of the party of the first part, under the terms and conditions hereinafter set forth; and,

NOW, THEREFORE, THIS AGREEMENT WITNESSETH, that in consideration of the premises and the mutual covenants and agreements herein contained, the parties hereto covenant and agree as follows:

1. That the party of the first part

get ready to

"DO IT NOW"

WITH NATIONAL CLEANER & DYER'S
BIG SERIES STARTING IN JULY

see page 56

Since so many subscribers have written asking about routemen's contracts, we thought the agreement reprinted below might be of interest to those confronted with such problems. The contract, of course, is used by one cleaner incorporating ideas pertinent to his own local conditions. For more information on the matter a local attorney should be consulted.

employs the party of the second part to call for and deliver cleaning, fur cleaning, dyeing, repairing and storage, and to perform any and such other duties as the company may require of him; and

2. That the party of the first part shall pay the party of the second part as full payment for services rendered under this contract a minimum total of _____ Dollars per week including both wages and commissions and such additional wages or commissions as may from time to time be agreed upon, and it is expressly understood that changes, either by way of increase or decrease, may be made in the amount of such additional wages or rate of commissions at any time without vitiating this contract; and

3. That the party of the second part accepts the employment of the party of the first part and enters into its employ agreeing (a) that he will use all diligence in his power to secure, develop and keep trade for the party of the first part, (b) that he will establish such new route or routes as the party of the first part may deem advisable, (c) that he will maintain the goodwill of the customer at all times, (d) that he will call for and deliver cleaning, fur cleaning, rug cleaning, dyeing, repairing and storage, and collect charges for same, daily turning over to the party of the first part all money collected, (e) that he will promptly perform any and all such other duties as may be required of him; and

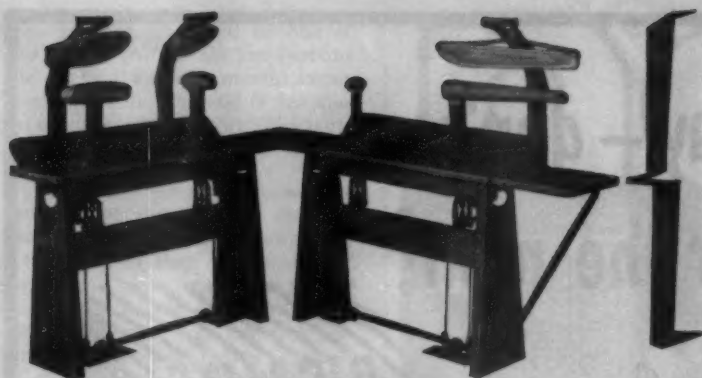
4. That the party of the second part shall assume full and sole responsibility for all customers' accounts not authorized in writing by the party of the first part; and

5. That the party of the second part

shall wear a uniform while on duty for the party of the first part, the type and style thereof to be determined by the party of the first part; and all uniforms shall be purchased by the party of the first part; that the party of the second part shall pay the cost thereof and the party of the first part shall deduct from the weekly salary of the party of the second part 1/6 of the cost of said uniforms from six consecutive pay periods; and the party of the second part further agrees that should the duration of his employment with the party of the first part be less than six weeks after the purchase of any uniforms on his behalf, the party of the first part shall deduct the balance of the cost of the uniforms from whatever sums of money may be due the party of the second part; that said uniforms, when purchased by the party of the first part shall become and be the permanent property of the party of the second part, subject to the foregoing, and that the party of the second part, while in the employ of the party of the first part, shall have the privilege of having his said uniforms cleaned and pressed by the party of the first part at reasonable times without expense or charge to said party of the second part; and,

6. That the party of the second part, while he is in the employ of the party of the first part, shall not directly or indirectly divulge the party of the first part's method of doing business, including the bounds of its routes, the names and addresses of its customers, or any of the private details of its business; and that he shall not, while in the employ of the party of the first part, either for himself or any person, persons, partnership or corporation, directly or indirectly engage in cleaning, fur cleaning, rug cleaning, dyeing, repairing or storage within the bounds or limits of any of the route or routes served by the party of the first part; and,

7. That the party of the second part shall not within six months after the end or termination of his employment with the party of the first part from whatsoever cause and whether voluntary or involuntary, directly or indirectly solicit, serve, divert or take away any of the customers or patronage of the party of the first part within the bounds or limits of the route or



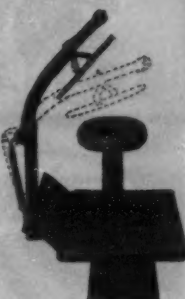
- with FABRIC PRESSING HEADS
- with VACUUM
- with WATER-SPRAY GUN & CONDENSER
- with UNPOLISHED HEADS including pad and cover
- with POLISHED HEADS less pad and cover
- SINGLE, DOUBLE or TRIPLE TABLES

The industry's finest PUFF IRONS any way you want them



Cissell Puff Irons with Fabric Pressing Heads and vacuum is the modern equipment for finishing many new fabrics... faster, easier. Large volume of up-steam, strong vacuum, and the Fabric Pressing Head remove difficult wrinkles, reduce hand ironing, give materials a brighter look. For conventional hand-pad finishing, the fabric head may be moved out of working range. (See illustration at right.) Fabric Pressing Head Puff Irons avail-

able in Double Table Units, (either two-way or four-way) Triple Table Units and Single Table Units... on any Puff Iron except No. 3 Egg. Illustrated above: FOUR-WAY, FABRIC PRESSING HEAD UNIT—TWO 45" DOUBLE TABLES... standard unit includes No. 2 Mushroom, 1L Ladies' Shoulder, 4X Sleever, Corner Plate and Extension Plate with bracket for 4X Sleever.



CISSELL

PUFF IRONS

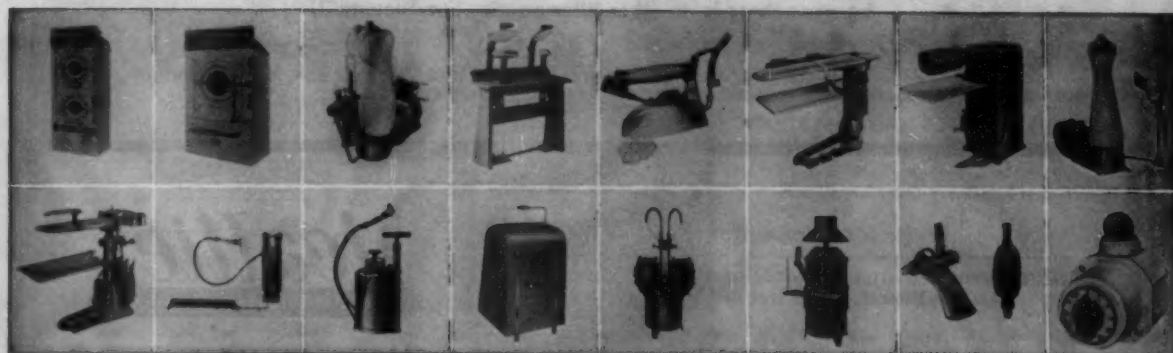


Cissell Equipment
in use
the world over

W. M. CISSELL MFG. CO., INC. — LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles.
Foreign Distributors write Export Dept.—Cable Code "CISSELL".

Consult Your Jobber



G'way — don't
bother the man!



That's one of the two big jobs I
can do for you — keep you from
being pestered by Linting, Dust-
ing, Graying and Dulled Colors!



I'm DICALITE 7

and I'm a high-grade diatomite filter powder—none better. But, in addition to filtering your solvent sparkling clear, I also make that solvent conductive.

Static drains away—doesn't get a chance to build up in the machine.

And that means that static's dirty little friends can't hang around to give you headaches. I keep 'em out!

No other filter powder can do for you what Dicalite 7 does,
because there is no other filter powder like Dicalite 7.

Your supplier will furnish you with Dicalite 7 if you ask for it by name.

Write for information

DICALITE DEPARTMENT, Great Lakes Carbon Corporation
612 South Flower St., Los Angeles 17, Calif.

Dependable
GLC
GREAT LAKES
Dicalite
DIATOMACEOUS MATERIALS

routes covered or served by him on behalf of the party of the first part any time during the twelve months immediately preceding the end or termination of his employment with the party of the first part, as aforesaid; and,

8. That the words "customers or patronage of the party of the first part" as used in paragraph seven (7) of this contract shall be defined and construed as meaning any and all persons, partnerships or corporations for whom the party of the first part performs or does cleaning, fur cleaning, rug cleaning, dyeing, repairing or storage, notwithstanding that said persons, partnership or corporations may have been induced to become customers and give their patronage to the party of the first part by the efforts and solicitations of the party of the second part, or someone on his behalf, either during the usual hours of employment of the party of the second part or otherwise; and,

9. That should the party of the second part violate or attempt to violate the provisions of paragraphs six (6) and seven (7), or either of them, of this contract the party of the first part shall thereupon be entitled as of right to an injunction against the party of the second part restraining him from violating or attempting to violate said provisions or any of them; and,

10. The employment under this contract may be terminated at the option of either party, with or without cause, upon either party giving one week's notice thereof to the other party, or in lieu of such notice by the party of the first part giving to the party of the second part one week's earnings equivalent to the average weekly earnings of the party of the second part for the preceding four weeks.

IN WITNESS WHEREOF, the parties hereto, voluntarily subscribed, hereby certify that they have read and understand all the provisions of this contract of employment, and have caused these presents to be signed and sealed in duplicate the day and year first above written.

WITNESSES:

ABC CLEANERS, INC.

BY:

new



NOW - ONE CONVEYOR

FOR BOTH

SHIRTS →

LAUNDRY OR ANY PACKAGED ORDERS

GARMENTS →



**CALL OFFICE
CONVEYOR**

FREE!

Colorful descriptive catalogs gives you all the facts at a glance. See your "White Machine" jobber or mail this coupon.

WHITE MACHINE COMPANY, INC. N58

14th St. & Lafayette Ave., Kenilworth, N. J.

Please RUSH complete information on your Call Office Conveyors.

Firm _____

Address _____

City _____ Zone _____ State _____

Your Jobber _____

Sales and quality go up
...costs come down

when you put in this

NEW HOFFMAN TEAM

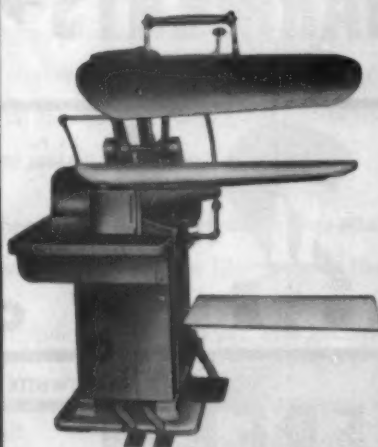
THE COLLARMASTER



Take Advantage of the Efficiency of a Complete "Hoffman Department"



MUSHROOM PRESSING MACHINE
For trouser tops, coat backs, collars,
form-fitting woolen dresses, blouses,
jackets.



OFFSET PRESS AND IRONING BOARD
Three machines in one: offset skirt
press, an ironing board, a steam-
ing board.



TROUSER LEG PRESSING MACHINE
Instant steam from head and buck.
Foot pedal or "aerodraulic" opera-
tion. Available with polished head.

YOU'LL get faster, better, safer work with the Hoffman All-Pneumatic Press and the Hoffman Collarmaster.

This new Hoffman General Utility Press is the fastest air-operated press on the market . . . and the safest, too! One hand trips the actuating lever, the other the full-pressure button, keeping hands clear of moving head. Cyclamatic controls provide automatic steam and vacuum. Extra space in work area and behind buck means fewer lays, helps work flow faster. With its special press plate, it's safe to use on *any* fabric.

The new Hoffman Collarmaster shapes collars as the tailor designed them. It's so simple to operate a beginner can get a perfect job every time. Place the garment, touch the pedal, and the Collarmaster takes over. Head comes down, steam and vacuum are applied . . . and timed . . . automatically. The head is released and the job is done . . . all in a single step.

The Collarmaster eliminates the multiple lays on a utility press, turns out perfectly finished jobs many times faster. Teamed with the HOFFMAN General Utility Press, it will boost your volume, improve your quality, lower your costs.

For high efficiency all along the line, your best bet is a complete Hoffman Press Department, combined with the famous Hoffman H-Jet Dry Cleaning System, including the new Vaposaver (reclaimer) tumbler.

For full information, call or write your nearest Nicholson distributor . . . or W. H. Nicholson and Company, 12 Oregon Street, Wilkes-Barre, Pa.



**GENERAL
UTILITY
PRESS**



STEAM PUFF IRONS, MODEL 127
Shoulder, mushroom, and long sleeve
heads, on one table.

A satisfied customer is our first interest

N

NICHOLSON

OF WILKES-BARRE, PA.

Distributors in all principal cities

W. H. NICHOLSON AND CO., General Sales Offices—12 Oregon Street, Wilkes-Barre, Pa.

SIGNS of the TIMES

Spearhead Development: Rather than have still further control of local affairs by the Federal government, business leaders across the country were urged by President Philip M. Talbott of the Chamber of Commerce of the United States to spearhead city planning and urban development programs. Increased Federal spending for urban renewal could top \$5 billion per year, according to Mr. Talbott.

He pointed out that there are proposals before Congress to set up a Federal Department of Urban Affairs which he said presumably could become known as the "Department of Urbiculture."

"The level-headed businessman is well aware that there is no magic in shipping tax dollars to Washington and then having them shipped back again—minus costs," commented Mr. Talbott.

Boost for Business Papers

A wide range of technical and management information which can be valuable to small business owners and operators has been made available by business publications, says the Small Business Administration in a recently issued publication.

There are about 2,030 business publications with a circulation of nearly 38 million, according to this leaflet.

"How Business Publications Help Small Business" was prepared by W. A. Phair, past president of the Society of Business Magazine Editors and past president of the New York Business Paper Editors. It is number 91 in the agency's free series of Management Aids.

"There are three main types of business publications," the bulletin points out. "Industrial for the manufacturing field; merchandising for the retail, wholesale and service fields; and professional, for such groups as doctors and architects."

"Marketing studies of various types are made by business publications and results are summarized and published. Reprints and indexes of articles are supplied. Valuable unpublished data is collected and kept on file. Legislative developments are evaluated. In addition, the business press has sought over the years to be a positive force in improving industry and trade conditions."

Income Increase Predicted: By 1975 the average income of American families, after payment of all taxes, should reach at least \$7,100, as compared with the present income of \$5,300, according to a report by the Committee for Economic Development.

The report, entitled "Economic Growth in the United States—Its Past and Future," stressed improvement of public education, continuous investment in enterprise, increased private savings, mobility of both labor and capital, efficient management of business and of government, and rising foreign trade among the essentials for future growth.

CED is composed of 150 business executives and scholars who conduct research and develop recommendations for promoting national economic development.

##

More Safety Guides: "Rules for Safety" and Book 8 in a series of "Five Minute Safety Talks for Foremen" are two new publications of the National Safety Council designed to promote safety in industry.

"Rules for Safety" is a 40-page booklet covering accident prevention do's and don'ts, how's and why's. The booklet gives safety rules for using power tools, stacking material and lifting and carrying.

The book of safety talks for foremen is a compilation of talks that appeared in earlier books in the series. The 52 talks in Book 8, the Council says,

"provide full and balanced coverage of the major types of occupational accidents."

Free copies of descriptive brochures on the literature are available from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

##

Drycleaners' Tax Victory: "Baltimore could profit by the experience of other localities which have lost businesses because of unfavorable taxes," stated George W. Creighton, director, Industrial Bureau, Baltimore Association of Commerce, at a Maryland Drycleaners Guild meeting on January 22. He went on to cite various areas which have been adversely affected by taxes unfavorable to business expansion.

The meeting was called to discuss the present Maryland manufacturer's machinery tax that assesses manufacturing machinery, including drycleaning equipment, 100 percent without exemption.

Irvin N. Hackerman, president of the Guild, said that drycleaners were in a "wonderful position" to reach many people in the city to voice their opposition to the tax.

Mayor D'Alesandro of Baltimore accused Mr. Creighton of lobbying on behalf of Baltimore industry while working for the Baltimore Association of Commerce, an organization partly sponsored by the city government. But the following week Mayor D'Alesandro called for an elimination of the controversial manufacturer's tax.



Urge Fabric Labeling: Support for passage of the Textile Fiber Products Identification Act, now before Congress, was voted by the National Affairs Committee of the Albany (N. Y.)

Chamber of Commerce at a recent meeting. Eugene Teper (far right) of Buchheim's Cleaners and Dyers in Albany represented the drycleaning industry. He pointed out that cleaners



Dodge 100, Town Panel.

Here's what a leading automotive magazine reports about fuel economy— in the 3 low-priced trucks

The best way to compare products is to *test* them thoroughly. That's exactly what a leading automotive magazine's test drivers did with *all three* low-priced pick-up trucks. The results are revealed in a recent issue. One important result was that the Dodge V-8, even with its extra power, gave better gas mileage than the other two V-8's tested.

Here are some of the statements reported in this magazine about the Dodge *Power Giant* pick-up:

First in economy! The magazine reports on overall gas mileage, "In spite of the lowest gear, 4.11, and the largest displacement engine, the Dodge proved to be the most miserly, averaging 13.5 mpg."

First in payload! The article says, "All test drivers agreed that the Dodge was the best equipped of the three when it came to carrying a good load."

First in power! The magazine states, "... the Dodge had quite a hill climbing advantage over the other trucks."

First in styling! No mention of styling was made in the magazine's report, since it was a *performance* test. We'll leave that comparison to you—confident that you'll rate Dodge number one.

Make your own test of the four-way leader of the low-priced three, at your Dodge dealer's. Do it soon, and get his special 40th-Anniversary deal!

4-way leaders of the low-priced 3

DODGE *Power Giants*

have no way of knowing how to handle garments unless they are adequately marked. It is important, he declared to this progressive group, to have fabrics labeled so that the customer will be protected against improper laundering and cleaning. The Committee voted unanimously to favor a bill which will require fabrics to be labeled showing the percentage of each type of fiber.

##

California Board Changes: Roy E. Ford, Harold G. Lord and Jerry Thompson were recently appointed to four-year terms on the California State Board of Dry Cleaners by Governor Goodwin J. Knight.

Mr. Ford has been a member of the board since March 27, 1953. He is the operator of a Sacramento dry-cleaning establishment.

Harold G. Lord is a former San Bernardino city councilman and a director of the California Drycleaners' Association. He owns and operates Lord's Dry Cleaners.

Jerry Thompson operates a cleaning plant in Vallejo and has 13 retail outlets. He has been actively engaged in the drycleaning industry for the past 32 years.

The seven-member board regulates the California drycleaning industry.

##

Consumer Education; As part of a joint drycleaners-Better Business Bureau public relations plan of communication, Dave Birenbaum, president of the St. Louis Dry Cleaners Exchange, addressed some 120 vocational teachers of the high school and junior college level in St. Louis. This information is expected to be carried back to classrooms serving thousands of students.

A tour of the Illinois Cleaners and Dyers Plant at St. Charles, Ill., was taken by members of the Batavia unit of the Home Bureau.

Norwood, New York's, third grade made a tour of the Ambassador Dry Cleaning plant. Messrs. Gravelle and Passineau explained the steps in drycleaning from the time the clothes arrive at the plant until they are delivered. They presented the children with juvenile hangers.

In a talk given recently before the Edmonton Branch of the Canadian Association of Consumers, Edmonton drycleaner Alex Starko, Jr., warned consumers against buying clothing that cannot be drycleaned. He also noted that valid claims of loss or damage are always settled by a reputable drycleaning firm.



Officers, left to right, seated: Raymer Sale, C. W. Grimes. Standing: Guy C. Langston, W. H. Ellison, T. Manley Honeycutt

North Carolina Reelects Slate

REGISTRATION reached the 231 mark when the North Carolina Association of Launderers and Cleaners held its fifty-first annual convention March 7-8 at Charlotte.

Highlights of the two-day meeting included speeches by several specialists, banquet and dance, and an exhibit of supplies and machinery by 17 manufacturers. The exhibit was the first of its kind ever to be held at a North Carolina Association meeting.

The launderers and cleaners were welcomed by Mayor James S. Smith of Charlotte at the opening session of the convention. The immediate past president, Charles A. Roach of Durham, gave the response.

Speakers included James R. Wilson of Atlanta, Ga., "How To Know When You're Broke and What To Do About It"; R. F. Alander, advertising director, Charlotte *Observer*, "The Important Guy Called I," and Norman Duckworth, American Institute of Laundering, "Drip-Dry, Wash-Wear and You."

Mr. Wilson, who operates a cost-accounting service primarily for cleaning and laundering businesses in Atlanta, spoke on the financial problems of the industry and the hidden detriments that often face men in the industry when they are in a highly competitive situation.

Mr. Duckworth, manager of the AIL Certified Washable Seal laboratories, spoke on treatment of the newer wash-wear fabrics. He said that most of the "bugs" have been conquered in the field of drip-dry synthetic fabrics, but there are still prob-

lems in the 100 percent cotton drip-dry fabrics. Much of this is caused by use of chlorine-retentive resin.

Mr. Alander was concerned with customer relations and the principles involved in making each customer feel satisfied.

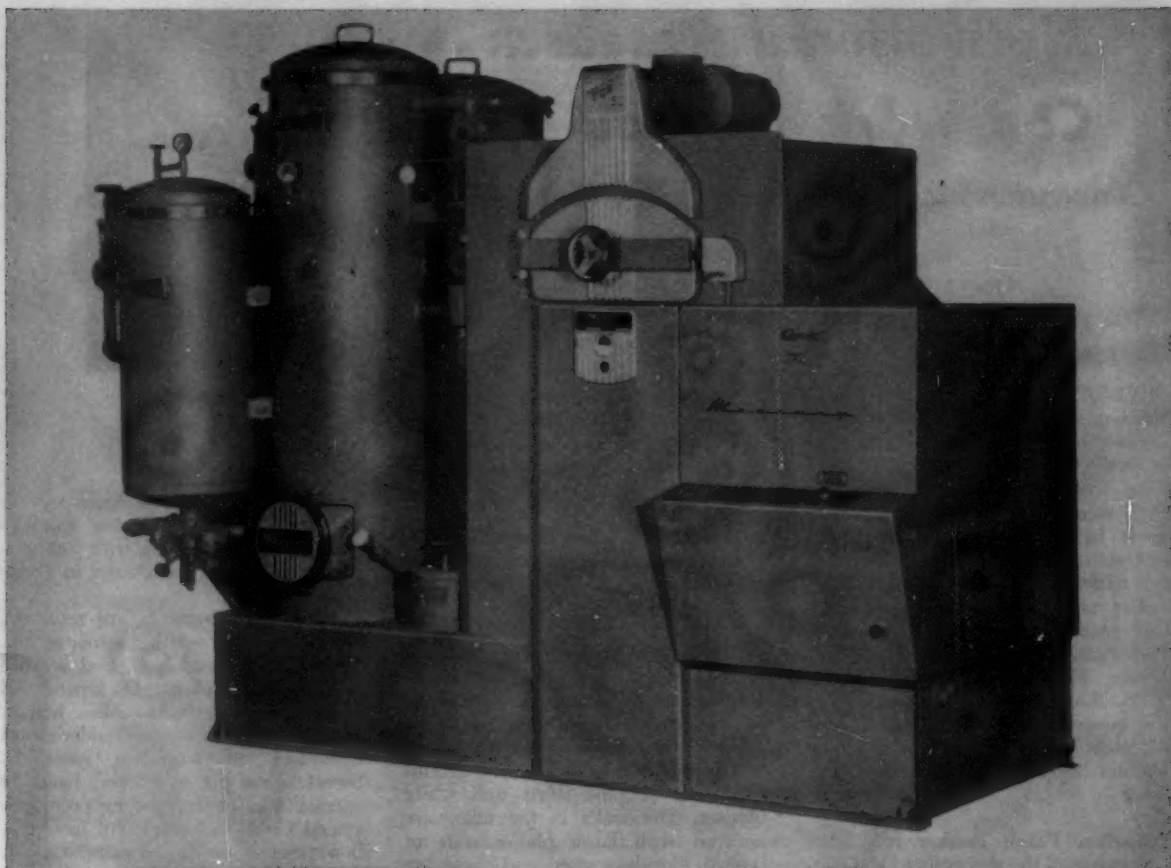
At the Saturday sessions Dr. Dorothy S. Lyle of the National Institute of Drycleaning spoke on "Focus on Fabrics," followed by a question-and-answer period. The second Saturday speaker was Charles Cullen, Charlotte sales consultant.

Top officers reelected are Raymer Sale, Winston-Salem, president; Guy Langston, Greenville; Manley Honeycutt, Raleigh; W. H. Ellison, Winston-Salem, all vice-presidents, and C. W. Grimes of Charlotte, sergeant-at-arms.

New directors named are J. W. Herriage, Jacksonville; Floyd M. Hefner, Hickory; Joe J. Feller, Charlotte; Harold O'Neal, Durham; Leon B. Harrell, Wilmington; F. O. Perkins, Fayetteville, and Paul Wilson, High Point.

Directors who retain their seats for the coming year are:

Gene Bullard, Wilmington; Mack Wellborn, Newton; Dennis S. Doster, Gastonia; Refford Cate, Reidsville; S. B. Moore, North Wilkesboro; John Krahnke, Jr., Whiteville; M. F. D. Newton, Raleigh; D. T. Lunsford, Kingston; A. E. Bishop, Jr., Wilson; Gaylord Harrison, Williamston; L. Z. Hutchens, Mount Airy; Charles Matthews, Mount Olive; Warren McNeill, Red Springs; Tom W. Weeks, Elizabeth City, and Robert J. Grier, Belmont. # #



Designed to provide the finest cleaning with maximum solvent mileage, lowest operating and maintenance costs

1958 mercury numatic

Mercury's new model Per 50 Numatic combines features suggested by many of its 4500 successful owners and jobbers.

Fully Automatic Operation through entire cycle with dry load capacity of 45-50 lbs. per load . . . \$2000. to \$2500. weekly volume.

New Clover-Leaf Muck Stripper attached to 2000 GPH Monel Tubular Filter keeps filter clean for faster solvent circulation. Over 10,000 lbs. mileage per drum of Perc.

New Automatic Still provides greater capacity with no "foam-over," no "surge."

New Twin-Disc Fluid Drive controls acceleration for smoother operation. Reduces vibration and maintenance.

New Heavy Duty Transmission with double belt drive.

Mercury-Hoyt Solvo-Miser supplied; optional.



Yes . . . we have fully automatic Petroleum Units! Available for use with 140 F or Stoddard Solvent.

Write for details of our lease-purchase plan.

MERCURY CLEANING SYSTEMS, INC.

1817 Benson Avenue, Evanston, Illinois • DAvis 8-0710

Motivational Research Can Work for You

Convention platform interview tells how to do it

By C. B. RANDALL

Prather's Drycleaning-Laundry, Fort Myers, Florida

and ART SCHUELKE



C. B. RANDALL

SEVERAL BUSINESS PAPER editors were invited to address the recent convention of the National Institute of Drycleaning held at Miami, Florida. They were asked to talk about plants that were applying the suggestions made by Dr. Ernest Dichter in his motivation report given at the previous national convention.

For our case history we selected the plant operated by Immediate Past President Frank Prather at Fort Myers, Florida. His sales manager, C. B. Randall, was interviewed from the convention platform to tell how his plant followed the dictates of the Dichter Survey. The interview follows:

Schuelke: Frank Prather has been practicing all the things that Dr. Dichter pointed out long before the report appeared. It is no accident that he has been successful. It is because he has done those things. As a matter of fact, Prather's has outdone Moses. They have 13 commandments, all important reasons for the success of the plant. The first is "Be Thou an Expert."

Randall: At our plant we try to establish this in many ways. For example, whenever anyone from the staff attends a special school, or graduates from the NID, or goes to a convention, it is mentioned in the local paper. Our membership seal for the NID is prominently displayed in our call office and ads.

Our superintendents call customers on special problems (like cold-wave-resolution damage), or write them. We have special brochures explaining our processing and service for the customers. Each of our 16 salesmen has had intensive training as to what happens in our plant. They are completely familiar with all of our various services and their costs. Each has a manual which he carries on his truck.

For years our trucks and garment bags have carried a distinctive blue-and-white color. The blue is used as a diagonal stripe.

Repeated exposure to the public has built up in their mind that we are a well-established, solid, long-time organization—not a fly-by-night concern.

Schuelke: One of the things I know is near the top of your commandment list is the importance of having a clean, attractive store.

Randall: The blue-and-white colors I mentioned are used both on the outside and the interior of our store at the plant. (We have no branches.) The paint job is freshened every year.

The girls in the office wear uniforms consisting of blue skirts and white blouses. The walls in the office are covered with large photomurals of typical Florida scenes, and these are changed at least once a year.

We don't overlook the kids, either. We have a lollipop dispenser on the counter.

To give some activation or excitement—as Dr. Dichter puts it—we have a taped repeating sales message which plays as customers enter the store. As they step through an electric eye, they break a beam, starting the message. It is set up so that one of two different messages plays; but not for every break in the beam—just for variety.

During the gladiolus season, we always have one or two vases of these flowers in the office. Our city is the heart of the growing area for these beautiful flowers.

Schuelke: Another thing I noticed is the way your plant practices the third commandment, "Thou Shalt Have Regular Pickup-and-Delivery Service."

Randall: That's right. We not only try to pinpoint the days, but the time of those days when pickup will be made. Our plant call office is also on a firm two-day schedule.

Schuelke: How about the fourth commandment, the one about "Appreciation of Customers' Clothes"?

Randall: Among other things we try to show the customer how we take special, personal pains with her garments by putting each order in a separate cloth bag.

When the garments are returned, we again try to get this across to her. *Everything* is packaged, and we use both paper and plastic. On low-necked dresses we use foam-rubber hanger guards. We also have shoulder-guard extenders on large-size garments. Sweaters are put in glassine bags. At special times of the year our premium-priced Gold Seal work will have ribbon rosettes on the dresses. On St. Patrick's Day, for instance, we'll use a green one.

Our Gold Seal Service is another way we let the housewife in on the fact that we are experts. Also, it appeals to her ego to get the extra care on her finer things and those of her family.

Schuelke: Up to now you're on the same wave length as Dr. Dichter. I suppose the fifth commandment is "Eliminate Customers' Drycleaning Fears"?

Randall: How did you guess it? And we try to do this in many ways. Our ads generally try to convey to the housewife how we "freshen" her clothes, and convey—subtly—that the garments' life is restored or extended. Some phrases we use are, "Feel fresh—look fresh"; "Flower-fresh"; "Clean-as-a-whistle"; "Stay fresh-looking longer."

We also promote the fact that we eliminate grit, perspiration, insect damage. We push cotton sizing for the like-new look during the warmer seasons. We also hope we are giving her reassurance by promoting the NID seal. We do mention that our workers are all skilled craftsmen in our ads. And our advertising is a consistent thing, with a regular newspaper cam-

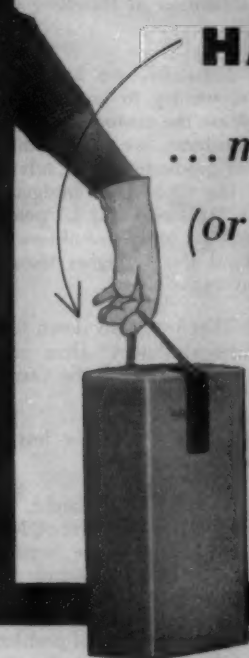
carry-pack

HANDLES

*...makes shirts
(or any package)*

easy to carry

...saves you time and money, too!



HERE'S HOW IT WORKS:



*Just tear off a handle and
apply to bag, package or box!*

*Carry-Pack is **SUPER STRONG**,*

won't slip,

slack or

cut your

hand!

HERE'S HOW IT SAVES:

- * Costs as little as 1/2¢! (less than string)
- * Takes less than 6 seconds to use!
- * Eliminates expensive string & wasted paper!
- * Dispensers are loaned, at no charge!

CARRY-PACK COMPANY, LTD., SCHILLER PARK, ILLINOIS
Canadian Licensee: Top Paper Products Limited, Guelph, Ont.

Gentlemen:

MCD-58

... Please arrange for a free, 10 day trial.

... Please send me literature and samples of Carry-Pack the handle that secures the package.

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

TRY THEM FREE FOR 10 DAYS! MAIL THIS COUPON NOW!

CARRY-PACK HANDLES

easy to work with...



easy to take with!



We cover all your specialty needs...



Send everything in same bundle... fast, dependable service all year round.

TRU COLOR DYE WORKS, INC.

24-47 44th St.,
Long Island City 3, N. Y.

campaign on a contract basis, several times a week. We also use radio (two stations) and TV as well as inserts and direct mail to get across the message.

Schuelke: How do you handle the sixth commandment, the one about "Dealing With the Customers' Misconceptions About Drycleaning"?

Randall: Again, what we do on this is not new or revolutionary. We have had three general open houses within the past few years. We invite special tours of women's groups to visit the plant and pay 25 cents a head for each one coming.

We have a picnic grounds on the plant and have invited all the service clubs in town to joint luncheons on the grounds, after which we show the men how we run the cleaning plant and laundry.

We also have the home economics classes from the local schools tour the plant and have the various processes explained. On top of that, we seize every opportunity to invite individual customers to tour the plant while they are in our call office.

Schuelke: What about Dr. Dichter's advice on what I know must be your seventh commandment, "Going Easy on Cut Prices"?

Randall: As you know, we are not a cut-price cleaner. We have raised prices periodically as conditions warranted it. In addition, we promote our Gold Seal service which is personalized service at a premium. But we do run specials periodically when volume lags. These are usually on special items, however. And I must stress that we do these promotions in our off seasons only—to stimulate business and keep our production crews busy.

Schuelke: So far you and Dr. Dichter agree completely. But what about the eighth commandment—the one about "Offering Convenience"?

Randall: We are basically a delivery service operation, with 16 routes and only the plant store. But we do offer the housewife convenience in that our man stops at her house regularly, twice a week, as I said before.

Schuelke: How about appealing to the emotions on "Feeling Clean and Dressy," as Dr. Dichter suggests?

Randall: That gets back to our advertising campaign. All our advertising stresses the importance of freshness. We also push the NID slogan, "Freshen the Impression."

Schuelke: Dr. Dichter says, "Be Her Ally." What are you doing about the tenth commandment?

Randall: We bend over backwards to satisfy her—let her know we are on her side. Our counter girls and drivers are instructed to show any special instructions on the ticket.

Schuelke: But certainly you can't please everyone. What about complaints? How about the eleventh commandment, which tells us to use "Tact and Consideration in Handling Complaints"?

Randall: Naturally, we have them. But again, we try to go out of our way to please the customer. Like any well-run business, we set up annual budgets for production costs, advertising and the like. Our budget for claims this fiscal year was 1.1 percent. We are right on budget as of now, but I understand this is higher than the national average.

Schuelke: That brings us down to the twelfth commandment. How about "Special Attention to All the Customer's Individual Problems"?

Randall: Isn't that more or less like the tenth—being her ally?

Schuelke: I guess you're right. And now for the final commandment, Number 13. What about "Minor Repairs"?

Randall: This is like one of the other rules—the one we just talked about on the customer's individual problems. To her the minor repairs are her individual problems.

In our plant inspection occurs all down the line, as in most plants. On top of that, each garment goes through two separate final inspections. We have a first and then a second inspection. We have two full-time seamstresses to take care of minor repairs.

As I mentioned, our Gold Seal service is a very important part of our work. In addition to the two inspections I referred to, the plant superintendent personally examines each and every garment on this service.

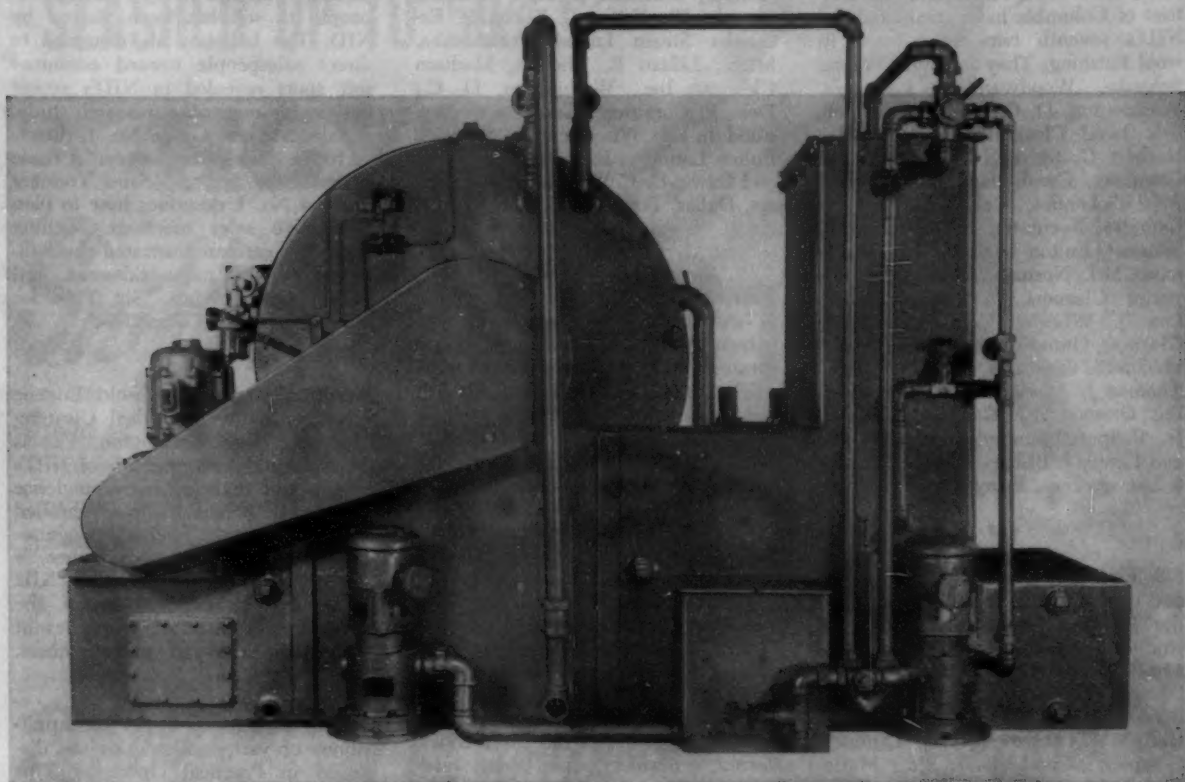
Schuelke: To those who doubt the soundness of your policies I can only add this... Prather's in 1955 showed an increase of 18 percent over the previous year. In 1956 they beat the '55 figures by better than 10 percent.

Fiscal 1957 isn't complete, but it appears that they are bucking the downward trend of business generally. On top of that, their Gold Seal Service was up 36 percent last year and 30 percent up for 1958 over 1957.

"Go thou and do likewise." # #

NATIONAL CLEANER & DYER

Kling "100" *wanted*— trouble-free money-making operation



So...when it came to pumps— they specified Marlows!

The new Kling Air-Matic was engineered to save labor, time and space by turning out 50 lb. or 75 lb. loads, batch after batch, day after day, with automatic cleaning and extraction. Simplicity of design and rugged construction gives smooth, trouble-free operation.

A unit of such design naturally needed the finest pumps in the field. That's why Marlow self-priming drycleaning pumps were made standard equipment by the Kling "100" Corporation.

For many years, Marlow Pumps

have helped make good drycleaning equipment better! Marlow drycleaning pumps are specially engineered for the job. A patented, mechanical seal eliminates shaft leakage. There's no solvent loss—*floors stay dry and clean*. And Marlows handle petroleum or synthetic solvents with equal ease. Fewer shutdowns, less

maintenance, space-saving design, sturdy construction, quiet operation—are just a few of the many other Marlow advantages.

For complete information on these efficient, dependable, long-lasting pumps, see your Marlow dealer or write for Bulletin DC-04 today.



DIVISION OF

BELL & GOSSETT CO.

Midland Park, New Jersey

Longview, Texas • Morton Grove, Illinois 7-382

N.I.D. NEWS

Wool Finishing Students: Eleven students from eight states and the District of Columbia have completed the NID's seventh two-week course in wool finishing. They included Wayne Schanke, Woodward & Lothrop's, Washington, D. C.; Arnold J. Anderson, Reed Cleaners, Fargo, N. D.; Herbert G. Stevey, Crystal Laundry Company, Cumberland, Md.; Edwin A. LeSchander, Crescent-Puritan Laundry, Rochester, N. Y.; Henry P. Simonet, Fulton Laundry, Inc., Baltimore, Md.; Norman I. D'Agostino, Superior Cleaners, Forestville, Conn.; Lee "J" Wheeler, Cole's Laundry & Cleaners, Grand Rapids, Mich.; Albert M. Smith, Cutshall's, Glen Falls, Ky.; Thomas J. Mackinson, Abbott-Hogan, Inc., Orange, N. J.; Gardiner H. Hulse, Jr., Bellport Laundry, Bellport, N. Y., and Lanier J. Bishop, Bishop Cleaners & Launderers, Albany, Ga.

##

Silk Finishing Class: The twenty-second course in silk finishing offered by the Institute recently graduated 10 students. They included Thomas J. Mackinson, Abbott-Hogan, Inc., Orange, N. J.; Arnold J. Anderson, Reed Cleaners, Inc., Fargo, N. D.; Herbert G. Stevey, Crystal Laundry Company, Cumberland, Md.; Marie F. Schultz, Addiston Cleaning Com-

pany, Inc., Richmond, Va.; Judith K. Armour, Malerich & Sons Cleaners, Lincoln, Ill.; Esther L. Robitaille, Escanaba Steam Laundry, Escanaba, Mich.; Lillian E. Thomas, Madison Cleaners, Inc., Washington, D. C.; Don J. Coranson, Coranson's, Inc., Fond du Lac, Wis.; Henry P. Simonet, Fulton Laundry, Inc., Baltimore, Md., and Edwin D. Collier, Top Hat Cleaners, Dallas, Tex.

##

Jersey Shrinkage: The marked increase in shrinkage complaints about 100 percent wool and wool-blend jersey dresses was among the problems studied by the NID Textile Analysis Advisory Committee at its recent meeting at Institute headquarters.

According to Research Director Joseph Wiebush, jersey fabrics as a broad classification had never figured prominently in the complaint records of the Institute until recently. The increase has occurred mainly since the first of the year, but there has been no indication of the cause of the trend. The Institute will welcome any information or fabric contributions to this study.

An article on this NID project appeared March 31, in the *Daily News Record*, a business paper widely read by the textile industry.



Management Graduates: The Institute recently awarded diplomas to 11 students who successfully completed the forty-third course in drycleaning plant management.

From left to right, the students are: Burl Thorpe, Burl Thorpe Cleaners, Clarksburg, W. Va.; Harvey Levine, ABC Cleaners, Inc., Westbrook, Me.; Donn Ahern, Prime Cleaners & Laundry, Ilion, N. Y.; Don Clucas, Pantatorium Cleaners, Greybull, Wyo.; Paul Bennett, Troy Laundry and Dryclean-

ers, Cedar Rapids, Iowa; Woody Smith, Boulevard Cleaners, Warwick, Va.; Bill Creighton, Pilgrim Laundry Company, Boston, Mass.; Harry Telian, Telian the Cleaner, Syracuse, N. Y.; Clermont Cloutier, Net-Top, Quebec, Can.; Ed Wigg, Gibson's Cleaners, Ltd., Toronto, Ont., Can., and Dick Owen, Owens Cleaners, Ltd., North Bay, Ont., Can.

The forty-fourth management course was offered on the West Coast in Berkeley, Calif., March 3 to 28.

Sales Training Bulletins: A series of monthly bulletins to help teach salespeople to sell has been started by NID. The bulletins are designed to direct salespeople toward consumer soft spots revealed in NID's recent nationwide motivation research study.

Sales Meeting Guide No. 1, directed to the sales trainer, covers "A Basic Formula for Selling." Sales Training Bulletin No. 1 describes how to plan productive sales meetings. "Selling Tips" is a cartoon-illustrated sheet directed to the route salesman and counter girl, giving "Six Tips for Building Customer Confidence."

##

Milestone Graduate: Harold Eugene Scherf, a spotter for Ideal Cleaning Company, New Kensington, Pa., is the two-hundredth graduate of NID's Fibers and Fabrics correspondence course. Mr. Scherf has now enrolled in NID's Spotting Techniques course.

The nine-lesson fabrics course, a prerequisite for all the other NID correspondence courses, covers the physical and chemical properties of animal, vegetable and synthetic fibers.

##

Current Literature: Types and applications of various filter aids are discussed in Practical Operating Tips Bulletin P-27. Diatomaceous earth, activated clays, sweetener powder and activated carbon are all examined in some detail.

Use of Spotting Equipment is the subject of Practical Operating Tips Bulletins P-28 and 29. The bulletin lists and explains the equipment and tools necessary to an efficient spotting department.

The nonvolatile residue-retention characteristics of cotton, acetate, wool and rayon fabrics are outlined in Technical Bulletin T-366. The relationship of residue retention after drycleaning to nonvolatile content of the wash solvent is also discussed.

Technical Bulletin T-367 presents information on the health hazards involved with drycleaning solvent, particularly perchlorethylene. Chlorinated solvents are contrasted with each other and with Stoddard solvent. Operating considerations for synthetic plants are also discussed.

The first in a series on the redeposition problem is presented in Technical Bulletin T-368. The basic idea of re-

Jean Smart says:

**"GOSH—SOLVENT COSTS
SLASHED UP TO 50%!"**

HOYT *Sniff-O-Miser*

sniffs up and accumulates those solvent vapors
formerly air-wasted and unreclaimable, and
returns them in liquid form for reuse. Enthu-
siastic operators report solvent costs slashed up
to 50%!



*Spectacular
Unbelievable
Amazing Results*

**"Sniff-O-Miser" works with any perk drycleaning system.
Start Slashing YOUR Solvent Costs Today!**

HOYT

Hoyt Manufacturing Corp., 14 Forge Road, Westport, Mass.

Send Sniff-O-Miser details.

Name _____

Company _____

Address _____

HOYT Automatic Dryers, Reclaimers and Chillers

(Advertisement)

Are You Missing the Big Money in Suede Finishing?

Suede leather is more popular today than ever before. Many thousands of suede articles are cleaned each year at attractive premium prices . . . from \$5 for a jacket up to \$15 or \$20 for long coats, dresses, etc. Usually a reasonable profit can be made at half these prices.

And yet many drycleaners avoid profitable suede business . . . often because they do not realize how little extra work is necessary to produce a nicely finished garment. Or, if they do accept this class of work, they simply put it in with the regular run.

The result is usually dull, lifeless work which is no more satisfactory to the customer than the price it commands is to the drycleaner.

If you are missing out on the high return you should be getting for suede cleaning, here is how you can tap a new source of profitable business while building goodwill and prestige for yourself and your work.

NEW, SOFTNESS, BRIGHTNESS

You can give sueded the softness and brightness of a new garment . . . and do it successfully every time! The special materials you need are few and inexpensive. They are (1) Spix Leather Soap, (2) Spix Suede Finish, (3) a spray gun and (4) a brass bristled suede brush.

Spix Leather Soap is especially recommended for cleaning suede garments because of its effectiveness in removing spots and its free rinsing quality.

Spix Suede Finish is an exclusive wax-based dressing which imparts a softness and brightness of color to sueded which lasts until the garment is drycleaned again. Often the original color can be restored to garments which appear to be hopelessly in need of re-dyeing.

By using these two Spix products in a simple, well-tested method, you will produce suede work consistently beyond your fondest expectations.

WRITE FOR FREE INSTRUCTIONS

To obtain the complete facts about this sure way to build profitable suede business, ask your distributor about Spix Leather Soap and Spix Suede Finish. Or write to Spix Products Co., at the address below, for a free copy of the instruction leaflet, "Build Profits from Suedes" which not only describes the process recommended, but also gives many extra hints on successful suede finishing.

Spix PRODUCTS COMPANY

119 Dahlem St., Pittsburgh 6, Pa.

Canadian Distributor: REGAL SALES CO.

72 Kinross St., Toronto 9, Ont.

deposition is discussed, some common causes of graying and yellowing are described which are not exactly redeposition, and the methods of reflectance data are given.

The effect of lighting on efficiency and comfort is stressed in Management Bulletin M-51, entitled, "Plant Lighting." Proper lighting is discussed, and recommended foot-candles are given for each department in the plant. The bulletin also shows how to get the most out of lighting through a check list of seven points.

Management Bulletins M-51 and M-52 discuss boilers and boiler horsepower requirements. Fire- and water-tube boilers are explained, boiler care,

efficiency, rating, accessories and steam consumption.

The new look of the fur-type pile fabrics is described in Fabrics-Fashions Bulletins FF-42 and FF-43. The fabrics are identified and processing described.

Fabrics-Fashions Bulletin FF-41 describes the special handling required for pile-lined coats. The bulletin recommends that they be processed as though they were made of a 100 percent furlike pile fabric. Complete information on the drycleaning and finishing of these coats is given. In addition, a brief resume of Verel pile liners is included. Verel is a new, modified acrylic fiber.

ASSOCIATION NOTES

New Head for NIRC: At the annual convention of the National Institute of Rug Cleaners in Philadelphia, Pa., members elected Bernard Roth as president. Mr. Roth, who succeeds William J. Schaefer, operates Roth Rug Cleaners in Pittsburgh.

Assisting him will be Herbert K. Beshar, A. Beshar & Co., Inc., New York, vice-president; Harold H. Eigensee, Borchers Carpet Cleaning Co., Columbus, Ohio, secretary-treasurer, and William J. Schaefer, Schaefer, Inc., Stamford, Conn., chairman of the board.

Elected to the board of directors were Roy Wigle, Mount Vernon, N. Y.; R. J. Reilly, Cincinnati; L. H. Geovkalayjian, Decatur, Ga.; Earl E. Woodard, Rock Hill, Mo.; A. J. Pettit, Omaha, Neb.; Gene Bried, Millbrae, Calif.; Edward Atiyeh, Portland, Ore.; Frank H. Creegen, Montreal, Canada.

#

Pennsylvania News: The Pennsylvania Association of Dyers and Cleaners has announced the appointment of a new executive secretary, William B. Clayton, Jr. "Bill" has had wide experience in the drycleaning industry and with trade associations, as allied tradesman and association executive. He is a graduate of the general and management courses of the National Institute of Drycleaning and of the American Institute of Laundering's production and management courses.

Under a new program, the PADC is joining with the NID in a joint membership plan, similar to the agreement entered into in May 1957 between the National Institute and the Virginia Association of Launderers and Cleaners. Mr. Clayton will serve under the

plan as field technician for the NID, calling on member cleaners throughout the state of Pennsylvania. Also, the Institute's garment analysis service will now be available to all PADC members.

The 1958 officers of the PADC are: Frank F. Filling, Jr., Lancaster, president; Meyer Mednick, Philadelphia, treasurer; T. J. Norris, Jr., Clearfield, past president, and William B. Clayton, Jr., Harrisburg, executive secretary. Also, vice-presidents Anthony Cuda, Pittsburgh; John Clatz, State College; Edmond Lavoie, Erie; H. A. Maggs, Lock Haven; Sooren Perry, Philadelphia; George H. Post, Pottsville; Peter W. Seras, Carlisle.

#

Election Roundup: William E. Bradley, president of Frontenac and Perfection Cleaners, has been installed as president of the Dry Cleaners Guild of Missouri, Inc. He succeeds Adolph L. Reinhardt, who now becomes chairman of the board. Other officers selected include Konrad Schuler, treasurer, and Merlen Emig, Carl Twisten, Gene Hoagland and John Sheltman, vice-presidents. The secretary is Loretta Reinhardt.

The Eastern Association of Dry Cleaners in Birmingham, Ala., has chosen Raymond Rose, East Lake, president. Also elected were Ollie Umphries, vice-president; Mrs. Gladys Dowda, secretary, and Hugh Lawson, treasurer.

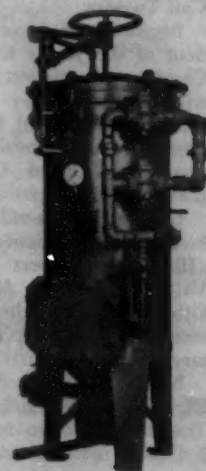
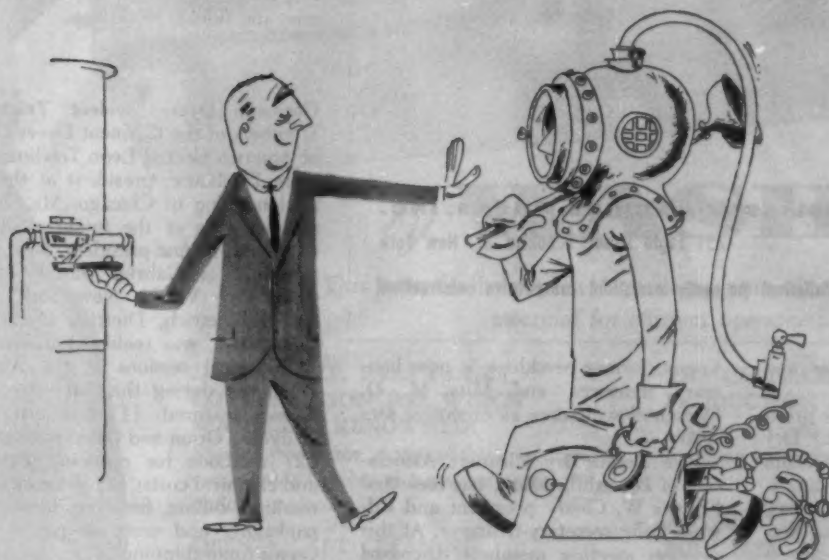
Members of the St. Louis (Mo.) Dry Cleaners Exchange have reelected Dave Birenbaum president, Joe Correnti vice-president and Russ Harstick secretary-treasurer. New board members chosen for a three-year term in-

For Synthetic Solvent Cleaners

OLSON

the filter you clean without changing bags!

That's because there are no bags to change—or anything else for that matter. Olson Superflow tubular filters are automatic, self-cleaning. The entire job takes less than 5 minutes! ■ Just set controls to backwash position and start the pump. Pump forces liquid back through tubes (from inside out), knocks dirty filter cake off screens and allows it to settle to the cone of the filter. If sludge packs or hardens and cannot be removed by gravity or normal pressures, a specially designed agitator completely dislodges and breaks down caked or solid dirt for easy removal. ■ Complete cleaning process can be done in 1 to 3 minutes without removing one single part. ■ Olson Superflow tubular filters are available in 7 different sizes. ■ Write today for free illustrated booklet containing full details including engineering data and specifications.



OLSON FILTRATION ENGINEERS

Cincinnati 12, Ohio, Filters - Stills, Division of The American Laundry Machinery Company



ABOUT "DRY STORAGE"

*a proven development,
scientifically sure for
all fabrics, furs, wools,
boxes, rugs and upholstery,
daringly conceived by
Reliable to save you thousands
of dollars and build real
profits quickly,
because there is . . .*

RELIABLE MACHINE WORKS, INC.

231 Eagle Street, Brooklyn 22, New York

no costly refrigeration! no costly installation! no costly insulation! inexpensive construction!

clude Clay Goslin, Bob Moeller and Carl Twisten.

Beginning his second term as president of the Jersey City (N. J.) Dry Cleaners Association, Albert Martini will be assisted by Anthony Spine, vice-president; Paul Kassabian, treasurer; Thomas Venezie, financial secretary, and Frank Gerofalo, corresponding secretary.

George Valicoff was recently installed as president of the Tri-Cities (Ill.) Dry Cleaners Association. Mr. Valicoff operates Alright Cleaners. Other officers include Duward Cooley, vice-president, Joseph Nowicki, secretary, and Ruby Hartline, treasurer.

New president of the Canadian Cleaners and Launderers Allied Trades Association is L. Dowbiggin. J. Clinton is vice-president, G. W. Mc-

Kague, former president, is now honorary treasurer, and Miss M. D. Daeschel will serve as executive secretary.

The Retail Dry Cleaners Association of Haverhill, Mass., has reelected Francis W. Cleary president and Edward Zelig secretary-treasurer. At this election meeting members discussed plans for a spring advertising campaign.

The Oahu (Hawaii) Drycleaners and Laundry Association recently elected Clyde K. Shimada president for 1958. Others elected were Francis Okumoto, vice-president; James Ariyoshi, secretary; Shigeru Tao, treasurer; and Jenichi Okamoto, auditor.

At a recent meeting of the Dry Cleaners Guild of Zanesville, Ohio, the officers for 1958 were elected.

Frederick J. Frick of Olde Towne Cleaners, Inc., was elected president. Dwight Dusenberry of Dusenberry Cleaners was named vice-president, Orville Wright of the Royal Cleaning Company secretary, and Ivin Zwelling of Ideal Cleaners treasurer.

Drycleaners of Pueblo, Colorado, have elected Charles F. Mozer, Stoehr Cleaners, president of their organization. Other officers are Harry Saunders, Price Cleaners, vice-president, and Mrs. Evan Grace, Dundee Cleaners, secretary-treasurer. Board members are Robert Britt, Acme Cleaners; Humphry De Heart, De Heart Cleaners; Ira Dunn, West Side Cleaners; Jess Avalos, Elite Cleaners, and Evan Grace, Dundee Cleaners.

New officers of the Dry Cleaners Guild of Cleveland were elected at the association's recent thirteenth annual meeting. Chris Jallo, Northern Ohio Cleaners, was elected president; Frank Blackie, Blackie Cleaners, first vice-president; Ben Lichtman, the Checker Cleaners, second vice-president; Anne Baylog, Shield Cleaners, treasurer. Named as directors were Eugene Schaffer, Albert Miller, Bernard Schwartz, Lyndell Bray, Leonard Hagedorn, Albert Schechter, Casey Sarnnecki, Carl Kergaard, Milton Treister, Arnold Cohen, Paul Meldon, Edward Friedman, Robert Stone, Hy Haberman and Ronald Waldman.

#

Garment Dyers Reelect Teichner: Members of the Garment Dyers Guild of America elected Leon Teichner, Almore Dyehouse, president at the annual meeting in Chicago. Mr. Teichner was one of the founders of the Guild and its first president. New vice-president is Gabriel Illovsky, Tru-Color Dye Works, New York. Mrs. Lucien Dietrich, Dietrich Dyers, St. Louis, Mo., was reelected treasurer.

Technical sessions at the Almore Dyehouse during the three-day conference featured: (1) demonstrations of dyeing Orlon and Orlon-wool coats; (2) methods for reducing dyestuff and chemical costs; (3) discussions on marking, billing, finishing, inspecting, packaging and costs of parcel post versus route shipping.

#

Hackerman New Maryland President: Unanimous election of Irvin D. Hackerman as president, Nick Capobianco as first vice-president, Howard W. Pratt as second vice-president and Martie Feick as secretary-treasurer has been announced by the Maryland Drycleaners Guild, Inc. Mr. Hackerman succeeds the retiring president,

IT'S NEW!

For Synthetic Solvent Cleaners



The

P-45
Syntomat

IT'S
COMPLETELY
AUTOMATIC!

by **WASHEX**

This new, 45 lbs. per load* packaged unit offers *all* the benefits
essential for efficient operation:

**DEPENDABLE, HEAVY-DUTY
CONSTRUCTION FOR WHICH
WASHEX IS RENOWNED!**

Sturdy, two-motor drive *without* troublesome
overrunning clutches or gears that need
periodic replacing.

**OPEN-POCKET CLEANING,
REVERSING CYLINDER!**

Thorough, but gentle, cyclonic whirl action—
there is just nothing better!
For varying loads, the solvent level is adjustable.

**THE ULTIMATE IN
PRODUCTION EFFICIENCY!**

Loading and unloading *in less than a minute*. No
weighing and balancing of loads!

**AUTOMATIC AUXILIARY
EQUIPMENT!**

A *full size* WASHEX tube filter equipped with
automatic actuator to transfer the filter muck
directly into the *self-dumping sludge cooker*. No
more messy muck handling!

*Also available for 65 and 100 lbs. per load.

Write for more information on WASHEX Auto Cycler that brings Automation *with full
flexibility* into your plant. Just tear out this ad, attach to your letterhead, and mail to—

WASHEX MACHINERY CORPORATION

192 Banker Street, Brooklyn 22, N. Y.

7-141

DRY CLEANERS FRIEND



VIKING SOLVENT PUMP



You can depend upon this rugged V-belt drive Viking pump as a true friend—always operating efficiently. It always delivers a smooth, even flow of solvent. It is Underwriters approved.

Note these features:

- Holds a high vacuum
- Fast self priming
- Does not heat solvent
- Does not block up with lint
- Quiet operation
- No lubrication of pump required.

For complete information, write for bulletin DQ.



VIKING PUMP COMPANY

Cedar Falls, Iowa, U. S. A. In Canada, it's "ROTO-KING" pumps

Offices and Distributors in Principal Cities.
See your classified Telephone Directory.

Melvin Schulman, Ruxton Cleaners, Ruxton.

Operator of D. Hackerman & Son, Pikesville, Mr. Hackerman has gained recognition throughout the industry for his novel and effective U. S. Savings Stamp Plan, Drycleaners Counter Girl Aprons and "Your Cleaner Is Your Clothes Best Friend" bumper plates.

Officers were installed at the annual dinner dance held in February.

##

NCA Activities: At a recent joint meeting of the Schenectady and Albany Chapters of the New York Neighborhood Cleaners Associations, Nat Cummings and Dr. Samuel Machlis, of the Stamford Chemical Co., together spoke on quality control. Joseph Ottati, president of the Schenectady branch, was chairman of the meeting.

Officers of the Syracuse Chapter of NCA for 1958 were elected. Charles Schiedel was elected president; Pat DeSimone, secretary; John Garofalo, financial secretary; Marion Tommase, treasurer; Bob Tarolli, program director.

Four hundred and one members and wives attended the NCA's eleventh annual dinner dance in New York City. Tom Fortune was honored

as outgoing president and Harry Schumacher as his successor.

NCA's state board of directors voted to kill any action on licensing of drycleaners at this time. This action reflects the wishes of the membership based on postcard returns. Licensing of drycleaners as considered by the board differs from New York City licensing in two ways. First, licenses would be granted by the state, not the city. Second, the applicant would have to pass an examination testing his technical fitness to conduct a drycleaning business.

##

Minutes Recorded: To honor retiring president Robert H. Talsky, the Westchester Chapter of the Neighborhood Cleaners Associations of New York sponsored a dinner dance at Holiday Inn. Mr. Talsky operates Quaker Ridge Cleaners.

Among the guests at a recent meeting of the Tri-County (Ohio) Dry Cleaners Guild were three state fire marshals. The inspectors addressed the group on various aspects of industrial safety.

Three divisions of the Drycleaners Institute (Ontario) Limited conducted store clerks' and drivers' nights recently. The North Bay Division had

36 employees in attendance, the Sudbury Division 38 employees and the Sault Ste. Marie 27 employees. Members of the Toronto Division discussed the early closing by-law at a recent gathering.

Serviceable and non-serviceable fabrics were discussed at a recent meeting of the United Dry Cleaners Association of Roseburg, Ore., and the retail merchants of the city. The purpose of this joint meeting was to encourage retailers to purchase more drycleanable clothing in the wholesale market.

The Georgia Laundry and Cleaners Association sponsored a training class recently for drycleaners in the Rome, Ga., area. Experts demonstrated how to handle the new synthetic fabrics and explained the latest methods of cleaning and renovating materials. About 150 people attended the session.

Lou Bellew, West Coast editor of The NATIONAL CLEANER & DYER, addressed a dinner meeting of South Bay (Calif.) Dry Cleaners Association at Portuguese Bend recently. Other speakers introduced by Wilbur L. Jones, proprietor of Wardrobe Cleaners, were Graham Featherman, president of the California Drycleaners Association, and George Shepherd, executive secretary of the same group.

The independent cleaner's best method of expansion was the subject of panel discussion at the February meeting of the Cleveland Cleaners Institute. Participating on the panel in favor of branch outlets were CCI's Milt Levine of South Euclid Cleaners and Barney Klein of Klein Cleaners. Opposing was Jack Sheridan, representative of Emery Industries and former route sales supervisor, who expounded the assets of truck route business. The discussion was moderated by Manny Shafran of Apex Dry Cleaning Company.

At the March meeting of CCI, George Whitcomb, vice-president of the Fry Brothers Company, spoke on the necessity for the drycleaner to understand what motivates his customer to buy drycleaning and to clearly know how he can direct that motivation. Mr. Whitcomb then went on to discuss some of the ways in which a cleaner can make his consumers aware of the benefits he offers.

get ready to

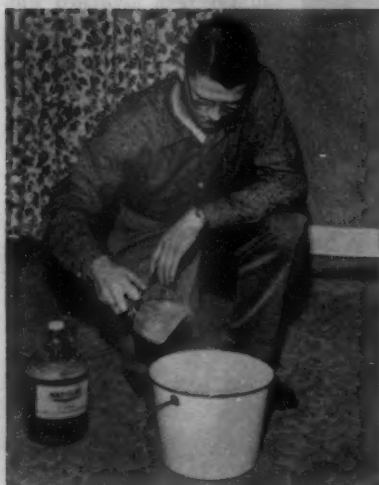
"DO IT NOW"

WITH NATIONAL CLEANER & DYER'S
BIG SERIES STARTING IN JULY

see page 56



Why You Earn More "On-Location" Profit With Synthe-Clean Rug Shampoo



1 pint of Synthe-Clean to 2 gallons of water will clean the carpet in an average size room. Mixes instantly. Comes in 55, 5 and 1 gal. containers.

Your "on-location" business depends on customer satisfaction . . . and here are some very important reasons why *Synthe-Clean Rug Shampoo* will not merely help you develop customer satisfaction . . . it will build customer enthusiasm!

NO SOAKING . . . NO SHRINKAGE—MULTI-CLEAN *Synthe-Clean Rug Shampoo* is specially formulated to control the wetting action. *Synthe-Clean* penetrates just far enough to gently lift out dirt and soilage. With no rug soaking, there's no shrinkage.

NO ODOR—Now you can do "on-location" cleaning without "smelling up" the house with offensive shampoo odors. *Synthe-Clean* is completely odorless. No odor while cleaning, no after-odors while rug dries.

NO AFTER-RINSE —Because *Synthe-Clean* leaves absolutely no soap film whatsoever, no after-rinse is necessary. Your customers will be delighted with the fresh, wholesome, new appearance of their rugs.

INEXPENSIVE TO USE—You'll make more money when you use *Synthe-Clean* because its top-quality ingredients are compounded in such a thick, concentrated form. A very small amount will clean a relatively large area of rug or carpeting.

GUARANTEE —Only finest quality materials are used and rigid quality standards maintained in manufacturing *Synthe-Clean Rug Shampoo*. Used according to directions, it must give satisfactory results.

For more information on how *Synthe-Clean* helps you get more "on-location" work, mail coupon.

MULTI-CLEAN®

PRODUCTS, INC.



MULTI-CLEAN PRODUCTS, INC., Dept. NC-22-58
2277 Ford Parkway, St. Paul 16, Minnesota

● Gentlemen: I'm interested in more "on-location" cleaning with *Synthe-Clean*, also:

- ☐ Upholstery Shampoo; ☐ Scrubbing Machine; ☐ Industrial Vac;
☐ "The Professional" Upholstery Cleaning Machine.

Name _____
Address _____
City _____ Zone _____ State _____

Cleaners Offered Wash-Wear Campaign



A comprehensive campaign to help drycleaners capitalize on wash-and-wear has been developed for the industry by Bishop David Freeman Co.

"We are firmly convinced," states D. A. Freeman, president, "that wash-and-wear is here to stay. Either ignoring it or fighting it can result only in cleaners suffering further loss of both volume and prestige. Wash-and-wear can be used to get more customers, more garments and more profits."

Mr. Freeman believes people can be convinced of the hazards of trying to iron their heat-sensitive wash-and-wear garments, and made to look upon the dry-cleaner as an essential and dependable source of protection for their clothing. "The public must be told," he said, "how and why the cleaner is able to

keep wash-and-wear suits and dresses looking new—unshined, unglazed and unharmed."

A complete campaign to do that job—utilizing store interiors and windows, trucks, salespeople, newspaper ads and publicity—has been prepared by the company as a service to the industry. Portions of the campaign (such as the three-color posters illustrated) are available without cost to those cleaners who, Mr. Freeman states, through the use of Fabric-Safe Doubleplates and CushnTop Buk-Pads and Covers, are equipped for safe and proper finishing of synthetic fabrics and wash-and-wear garments.

Full information about the campaign may be obtained from Bishop David Freeman Co., 1600 Foster St., Evanston, Ill., or its distributors.

Top Buckeye Drycleaning Salesman of 1957



Davies-Young Soap Co., Dayton, Ohio, presented its yearly award for its top salesman to John Conrad. Mr. Conrad received a gold trophy

called the "Buck of the Year" because of his record of installing and servicing Buckeye Clean-Charge and Buckeye Code 166 in more plants in

1957 than any other Davies-Young sales and service technician. Mr. Conrad has been with the company for over four years covering the Western states.

During the year the "Buck of the Month" award is made monthly by the company to its best salesmen and culminates in the final yearly award.

In the photograph John Conrad is receiving the trophy from J. R. Young (right), Davies-Young drycleaning sales manager, while Morry Friedlander, Buckeye sales promotion manager, looks on.

Signal Staff Changes



JERRY DeLORME

Three appointments and a promotion have been announced by Bob Lusher, president, Signal Chemical Manufacturing Co., Bedford, Ohio.

Signal has promoted Jerry DeLorme, who joined the firm four years ago as a field representative, to the post of sales manager. In addition to his new duties, Mr. DeLorme will continue to cover Ohio and Michigan.

The company has assigned Joseph M. Purcell, Jr., Arthur J. Nascarella and Marvin Watkins as sales representatives. Mr. Purcell will be responsible for sales in the Midwest. He has had extensive experience in the drycleaning field, both as a salesman and plant operator.

Mr. Nascarella will be responsible for the Eastern part of the country. His experience in the field ranges from spotting to sales.

Mr. Watkins will represent the firm in the Southern section. He has a background of 15 years in the industry, as plant

manager, plantowner and sales technician.

Caled Names Kuykendall



ED KUYKENDALL

Caled Products Co., Inc., Brentwood, Md., has appointed Ed Kuykendall sales and service representative on the East Coast of Florida. Mr. Kuykendall has been associated with the drycleaning industry in the capacity of salesman for 17 years, mostly in Florida, and has a thorough knowledge of plant needs and problems peculiar to the area. He will make his headquarters in Leesburg.

Goddard Joins Speed Check



JOHN WM. GODDARD

New vice-president of Speed Check Co., Inc., Atlanta, Ga., is John Wm. Goddard, son of R. M. Goddard, president. He will be in charge of sales and sales promotion.

Mr. Goddard was graduated from Emory University School of Business Administration in

Tests prove plants can increase output, lower costs with better steam trapping

by John W. Ritter, Test Engineer
SARCO Company, Inc.

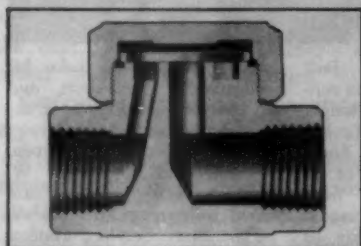
Surface cold spots on ironers and presses can run up production cost. Such trouble is often cleared up by the right steam trapping.

Because Sarco Thermo-Dynamic Steam Traps drain condensate and air out of steam spaces completely, their use has increased the output of many laundries and cleaning plants, cut fuel costs appreciably. Here are four typical cases:

At a military post laundry* in Virginia, sheets were leaving the flatwork ironers steaming. Tests showed cold spots on steam chest surfaces, temperatures ranging from a high of 325°F to a low of 310°F. When TD-50's were installed temperature rose to 330°F, work left the unit dry, and re-runs were eliminated.

Loss of live steam from traps was a problem with an institutional laundry* at Grand Rapids, Mich. Drying tumblers and ironers were running at low heat level, output was sluggish.

Sarco TD Steam Traps were then installed, resulting in an immediate production speed-up. Drying tumblers, for instance, were able to dry a load of towels 15 to 20 minutes faster.



Only 3 parts to a TD Steam Trap: Cap, disc, and body. Low in first cost, low in installation cost, low in maintenance cost.

When flatwork ironers showed a drop of surface heat of 45° below inlet steam temperature at a large commercial family laundry* in Brooklyn, they were equipped with TD Steam Traps. That stepped up their output 9.8%.

Again, in Texas City, Texas, a large laundry and dry cleaning company had heating trouble with 30 units. Faulty steam trapping was wasting steam. They replaced bucket traps with Sarco TD's and stopped steam losses. Output increased 10%.

In all four of these cases the trouble-free operation of TD's also effected reduction in maintenance time.

*Name and actual case-history on request.



SARCO TD Steam Traps can make the difference between loss and profit

Equip your steam-heated laundry and cleaning units with Sarco Thermo-Dynamic Steam Traps. This production-planned steam trapping will watchdog your heated surfaces for uniform temperature.

If you are wasting valuable steam or if uneven surface temperatures are giving you loss of production and frequent re-runs, write for literature today.

60-DAY TRIAL CONVINCES... No cost or obligation
Prove the effectiveness of Sarco TD traps to your own satisfaction.

Write directly to us or contact your supply house for a Sarco TD and strainer of 60-day trial. Buy only if you're completely satisfied. Sarco Company, Inc., 635 Madison Ave., New York 22, N. Y.

SARCO

COMPANY, INC.

635 Madison Avenue, New York 22, N. Y.

STEAM TRAPS • TEMPERATURE CONTROLLERS • STRAINERS • HEATING SPECIALTIES

1952 with a Bachelor of Business Administration degree. For the past three years he has been associated with the Davison Paxon Co., division of Macys

Inc., as an assistant buyer. Previously he had served with the Morris and Eckels Co. for 18 months as a laundry and drycleaning salesman.

Excelsior Holds Profit System School



Representatives from coast to coast attended a three-day profit system school sponsored by Excelsior Machinery Company, Detroit, Mich., March 3, 4, 5.

Pictured, left to right, first row, are: William Caplan, Alfred Shevin, Herbert Shevin, Excelsior Machinery Co.; Robert Sarkisian, Quaker Hanger Co.; Paul Newberger, Rodin Bros.; J. E. Olsen, Ed. T. Olsen Equipment Co.

Second row: Woodie Davis, Loomis Bros.; Barbara Bradley, Pre-Marked Strip Tag Co.; Len Bodin, E. F. Stevens, Excelsior Machinery Co.; H. P. Blakely, Cleaners Laundry Equipment; John Fleming, D. K. Cameron, Excelsior Machinery Co.; Sooren Perry, Quaker Hanger Co.; Don Mair, M & M Sales Co.

Others who attended were: Thomas L. Eads, Columbia Laundry Machinery Co.; Ted Melichar, Wire Cloth Products Co.; Kenneth E. Hale, R. M. Cherry Co.; Ken K. Keller, Del Bonnem, Pantex Mfg. Corp.; Jim Fitzgerald, Herb Fitzgerald Co.; Elmer E. Ross, Columbia Laundry Machinery Co.; John Jette, Craig Supply; Maurice Pomeroy, West Coast Laundry Machinery Co.; Bill Leadbetter, Virginia-Carolina Laundry Supply Corp.; Boyd Lewis, Butler Mfg. Co.; Carl Soelberg, Master Solvent Co.; Herb Gartner, Detrex Chemical Corp.; Irving Rich, Milt Strauss, I. Greenberg, Ruth Lesnow, Excelsior Machinery Co.; Nick Ciangio, Wilbur & Ciangio; Martin Zimmerman, Heinrich Thulesius, Germany.

Butler Appoints Five Sales Representatives



Left to right, top: Donald C. Love, James C. Rice, Rodolph H. Dossat. Bottom: Robert M. Himes, Jr.; Ray W. James

Butler Manufacturing Company, Kansas City, Mo., has appointed five new sales representatives, as announced by

Howard J. Martin, sales manager of the Dry Cleaners Equipment Division. Rodolph (Rudy) H. Dossat

has been appointed to cover the Louisiana-Mississippi territory. Before joining Butler, Mr. Dossat was employed as office manager for Wheeling Corrugating Company and as assistant district sales manager for Ford Motor Company.

Donald (Don) C. Love will represent Butler in the greater Syracuse, N. Y., area. Mr. Love has held positions in sales, sales management and has had experience in equipment consultation and analysis.

Coverage of the greater Birmingham, Ala., area has been assigned to Ray W. James. Mr. James was formerly a sales representative for the Burroughs Corporation.

The Northeast Texas territory

will be covered by Robert M. Himes, Jr. Before joining Butler, Mr. Himes was employed as a sales representative and branch manager for the Harris Seybold Company.

James Carroll Rice has been transferred from regional service manager to sales representative for the Georgia-South Carolina territory. During the past five years he has been directly responsible for the coordination, organization and direction of the company's Southeast service group. For the past four years Mr. Rice has been closely associated with the Butler Survey Analysis staff in supplying and analyzing information from drycleaning plants.

Cleaners Hanger Appoints Randall



The appointment of Jack A. Randall as general sales representative of Cleaners Hanger Company, Detroit, Mich., has been announced by J. H. Ruen, president of the firm. For 23 years Mr. Randall had been with L. A. Young Spring & Wire Corporation, serving as general manager, then as divisional manager of the Star Service Hanger Company when it became a division of that firm.

Mr. Randall will make his headquarters in Detroit, and will continue traveling on a national basis.

In the photograph J. H. Ruen, president (left), and R. W. Ruen, secretary (right), are shown welcoming Mr. Randall.

The Star Service Hanger Company was recently sold by L. A. Young Spring & Wire Corporation to M & B Products Company of Birmingham, Ala.

Milestone for Buckeye Paint Remover



Davies-Young Soap Company, Dayton, Ohio, marked the production of its three millionth gallon of Buckeye Paint, Oil and Grease Remover with a special gold-colored container. J. R. Young (right), Buckeye

drycleaning sales manager, shows the milestone gallon which has just rolled off the packaging line to Morry Friedlander, sales promotion manager.

Buckeye Paint, Oil and

Remind them that dry cleaning does the best job

This free Diamond display can take stormy weather out of summer sales

This clever window banner from Diamond Chemicals will remind your customers that dry cleaning still does the best job—even on summer's so-called "wash and wear" fabrics.

You can simply hang it up anywhere in your store windows or on your walls. It's large (20 x 28 inches), colorfully printed and bound to attract attention to its message . . . that message can help get rid of summer's wash and wear slumps.

It's yours free from your Diamond Distributor*. Distributors can write Diamond Alkali Company, 300 Union Commerce Building, Cleveland 14, Ohio, for the number of displays needed.



*and don't forget to ask him for *Diamond Perchlorethylene*, the stabilized solvent that adds new life to garments, produces uniform high-quality cleaning results every time. It brings customers back week after week.



Diamond Chemicals

Grease Remover has been on the market for 30 years. Mr. Young stated that the continuing growth in POC's use will make it possible to produce another three million gallons in far less time.

Excelsior Moves Plant



Excelsior Machinery Co. of Detroit, Mich., has moved its plant and offices to its new building at 6175 Vermont Ave., Detroit 8. The announcement was made by W. B. Caplan, president.

The new building is a one-story structure containing over 40,000 square feet and completely equipped with modern automation and assembly methods. In addition to the factory operation a new showroom has been built to accommodate local and out-of-town visitors. General and sales offices are centrally located in a second section of the plant.

Prosperity Picks Cooper



HARRY G. COOPER

Harry G. Cooper has been named acting sales manager for Prosperity by Richard O. A. Petersen, newly appointed president of the Prosperity Division of Ward Industries Corp. Mr. Cooper reports directly to the president and is responsible for domestic sales.

Mr. Cooper has been associated with the drycleaning and laundry industry for nearly 45 years. He has been with Prosperity since 1928, and has been responsible for the development of a number of items in the company's line of finishing and folding equipment.

Mavity To Represent Per



ALBERT E. MAVITY

Per Corporation, Orange, N. J., has named Albert E. Mavity field representative. It was announced by Carl Blackman, president. Mr. Mavity will service the seven Middle Central states, from Missouri to Pennsylvania and south to Kentucky, with headquarters at 1959 Patterson Rd., Kettering, Ohio. Mr. Mavity has had extensive experience in drycleaning engineering.

Mr. Blackman has also announced the availability of literature on the firm's new Permatube Filter. The new unit, coupled with the Per-Claimer and still, offers high-speed filtration plus economy of operation in reclaiming solvent from sludge, Mr. Blackman reports.

Address all inquiries to Per Corporation, P. O. Box 305, Orange, N. J.

Davies-Young Adds Licht



SIDNEY LICHT

Appointment of Sidney Licht as a sales and service technician for Buckeye drycleaning products has been announced by J. R. Young, sales manager of the Buckeye Division, Davies-Young Soap Company, Dayton, Ohio. Mr. Licht will cover the state of Florida.

Before joining the firm, Mr.

Licht was a sales representative for a manufacturer of drycleaning plant equipment. He has also served as a plant manager for a wholesale drycleaning firm and operated his own business in Brooklyn, N. Y. He is a graduate of the National Institute of Drycleaning and attended Long Island University.

Butler Regional Manager



BOYD LEWIS

Butler Manufacturing Company, Kansas City, Mo., has promoted Boyd Lewis to regional sales manager of the East Cen-

tral Region, announced Howard J. Martin, sales manager of the Dry Cleaners Equipment Division. Mr. Lewis was formerly sales representative in the greater New Orleans area.

In his new post, with headquarters in Cleveland, Ohio, Mr. Lewis will coordinate and direct sales activities of Butler representatives serving Ohio, Michigan, and bordering counties of Pennsylvania, Indiana, Kentucky, West Virginia and New York.

Bonus Coupon for Sizing

Signal Chemical Mfg. Co., Bedford, Ohio, is offering a special bonus coupon to drycleaning plant operators on all purchases of Beauty-Tex Concentrate, dry sizing. Presentation of this bonus coupon to the local jobber will result in an extra gallon of Beauty-Tex with case purchases and up to 12 extra gallons with purchases of 55-gallon drums.

The purpose is to stimulate the sizing service during the summer months. According to Signal president Bob Lusher, only by offering a superior finishing service can the cleaner get his share of summer clothes.

NEW PRODUCTS AND LITERATURE

Continued from page 12

as a utility press for coat finishing in conjunction with a coat former.

The silks are finished on a left-hand utility press with polished plates which can be adapted to coat finishing by changing head plates.

For a two-page circular describing the new Forse-Elrod Combination Garment-Finishing Unit, write to Forse Corporation, P. O. Box 639, Anderson, Ind.

Washex Bulletin Available



A newly released brochure by Washex describes the main features of its P-45 Syntomat Package Unit for synthetic solvent. This completely automatic 45-pound machine loads like a tumbler and is adaptable for one- or two-batch operation. Complete engineering data are listed in the brochure.

For a free copy of Bulletin T-236 write to Washex Machinery Corporation, 192 Banker St., Brooklyn 22, N. Y.

Butler Extractor-Washer



A new fully automatic 60-pound petroleum extractor-washer has been introduced by the Butler Manufacturing Company, according to Howard J. Martin, sales manager of the Dry Cleaners Equipment Division.

The new washer-extractor has been designed in size to allow easier installation, states its manufacturer. The large-capacity storage tank is a part of the unit. When the door is open, power is cut off and the cylinder is locked in place.

Washing time of the washer-extractor can be set to match fabrics and loads. According to its manufacturer, any drycleaning process can be used. Other

NOW — A Complete WORKING TEAM for Your Finishing Line!

for your **SILK LINE!**

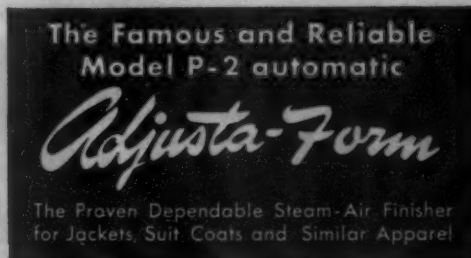


Features: Steam followed by air, steam and air together controlled by easy to set...easy to reach...easy to read dual timers. Set cycle as desired and you get instant automatic performance. Also, special air control pedal introduces air (at any time) for shaping bag to finish garments properly. And this New "Fashioner" Adjusta-Form gives you many more ease-of-operation features such as:

- Instant air with automatic shutters
- Removable front and back clamps
- Lower base with taller form with no increase in overall height
- Engineered for trouble free operation



for your **WOOL LINE!**



For those who demand fast and *unvarying* high quality finishing work...the majority choose the Adjusta-Form Automatic Finisher. The Adjusta-Form steams and dries automatically. Thus it frees the operator to touch up previously finished garments without danger of over-steaming. And now the P-2 Model Adjusta-Form is available with a taller former for finishing longer garments at a slight additional cost.

Both the P-2 Model Adjusta-Form and the new A-3 Model "Fashioner" Adjusta-Form feature the exclusive *Step-O-Matic* control for easy operation.

The new Model A-3 Adjusta-Form "Fashioner" is the ideal companion for your present standard Adjusta-Form Finisher. With this complete working team, you are assured of fast, quality finishing for both silk and wool lines.

"Remember these names...you'll be seeing more of them!"

- | | | | | | |
|------------------------|--------------------------|-----------------|----------------------|------------------|-------------------------|
| • ADJUSTA-FORM | • ADJUSTA-FORM FASHIONER | • CINDY-LOU | • SPOT-O-MATIC | • SPOT-GUN | • D-LINTER |
| P-2 Standard Automatic | A-3 Dress Finisher | Upright Sleever | Pre-Spotting Machine | Paint Pulverizer | Static-Grounding Device |

PRODUCTS of **WICHITA PRECISION TOOL CO., INC.** 450 North Seneca, Wichita 12, Kansas
(Sold Through Authorized Dealers Only) Dept. 10

"DRESS RIGHT... YOU CAN'T AFFORD NOT TO!"

"Freshen the Impression"

with

'Perk'

...and keep your customers'
good-looking clothes
looking their best!

*Stauffer's Perchloroethylene



STAUFFER CHEMICAL COMPANY

380 Madison Avenue • New York 17, N. Y.



Order Stauffer's 'Perk' in
the blue-striped barrel
from Drycleaning Supplies
Distributors everywhere.

features include an adjustable
weir for adjusting height of
solvent level, built-in sump,
continuous one-piece air lines,
and new improved leakproof
bearings and drive-shaft seals.

For further information contact
Dry Cleaners Division, But-
ler Manufacturing Company,
Kansas City, Mo.

Vara Price Changes



A. G. Vara & Sons has an-
nounced a new price schedule
on its packaging equipment for
drycleaners. According to Ar-
thur Vara, Jr., increased de-

mand has enabled the company
to introduce manufacturing
economies in its production of
gooseneck baggers (illustrated),
and thus make them available
to the industry at lowered
prices. Also available as option-
al equipment is a swivel-top
desk and invoice hanger for the
28-by-31-inch bagger on wheels.

For further information write
A. G. Vara & Son, Inc., 53 Clark
St., Hamburg, N. Y.

Chemical Removes Odor

A new chemical development
for eliminating from garments
odors due to perspiration, vomit,
urine and smoke damage has
been announced by Signal
Chemical Mfg. Co.

The new concentrate, called
"Erase," is a combination of
chemicals that attacks the odor
by absorption and chemical re-
action, rather than masking. It
is odorless in use and leaves no
offensive perfumed "after-odor."

Erase comes packaged in kits,
each containing one bottle of
concentrate, an applicator bottle
and spray dispenser. Erase is
said to be nontoxic, nonallergic
and nonstaining.

For more information write
to Signal Chemical Mfg. Co.,
5020 Richmond Rd., Bedford,
Ohio.



LITTLE JOE



Adjustable garment holder that lends a hand at
press machines, silk finishing boards, repair de-
partment, and spotting table. Little Joe will keep
garments off the floor and wrinkle free. Saves re-
cleans and makes the work easier and faster. Just
press the button and adjust to any height desired.
Die-cast chrome finished hook on a 5 foot beaded
chain. Let Little Joe lend a hand and speed the
work at every machine. Price each \$2.75.

KAR BAR

Practical low cost garment rack that converts prac-
tically any car into a light delivery truck. Slips over
coat hooks in the back and adjusts to fit any width
car. On or off in a jiffy, no tools needed. Sturdy
steel telescoping rod, chrome finish. Adjustable
rubber stops keep hangers from sliding sideways.
A life saver when your regular truck is down for
repairs and good for special deliveries. Price each
\$3.95.



COUNTER RACKS



A neat fixture on which to hang garments during
check-out. Keeps clothes wrinkle-free. Assists check-
out and builds good will. These racks are sturdily
built of strong polished chrome plated steel rods.
They have cast aluminum bases and trim fittings to
harmonize with the best up-to-date sales rooms. A
SPECIAL FEATURE on all KD Counter Racks is a set
screw in each base to keep the hook properly lined
up and to prevent the rod from turning.

ROUND BASE Price per unit.....\$4.50 TRAY BASE Price per unit.....\$5.50
FLOOR BASE Price per unit.....\$4.95



See Your Jobber



THE KEYES-DAVIS COMPANY

79 14th Street

P. O. Box 155

Battle Creek, Michigan

Teflon Industrial Hose



A new industrial hose of Tef-
lon, manufactured by Aeroquip
Corp., is designed for solving
maintenance problems on dry-
cleaning and laundry presses.
Teflon, a DuPont product, is
flexible and said to resist tem-
peratures up to 500° F.

The hose of Teflon has "su-
per-gem" fittings available in
pipe, J.I.C. swivel, and two-bolt
flange fittings.

Further information and In-
dustrial Engineering Bulletin
26-B may be obtained from
Aeroquip Corporation, 300 S.
East Ave., Jackson, Mich.

illustrated circular describing
the new Forse-Clean 50-pound
synthetic drycleaning machine.

The circular describes 15 ex-
clusive Forse-Clean features in-
cluding the center-flow method
of solvent injection, parabolic
basket divider, electro-air panel
controls and push-button lubri-
cation, as well as the new
Forse-Clean filter and still.

For the publication write to
Forse Corporation, P. O. Box
639, Anderson, Ind.

Drycleaning Unit Bulletin

Forse Corporation announces
the publication of a four-page

White Work Savers



A "Clothes Carrier" and
"Trouser Tree" have been de-
signed by the White Machine

Co. to save time and labor in drycleaning plants.

The Clothes Carrier (left) is to be used on the overhead slick rail to carry unfinished garments to the finishing department. It rides on a specially designed ball-bearing trolley head.

The Trouser Tree is for transporting unfinished trousers to the presser on the overhead rail. It holds up to 28 pairs of pants on the hooks by the trouser-belt loops. The hooks rotate so that individual sections can be loaded or unloaded.

For more information or catalogs write to White Machine Company, Inc., 14th St. and Lafayette Ave., Kenilworth, N. J.

Ajax Shirt Folding Tables



Side fold (illustrated) or front fold models in the new

line of Ajax semi-automatic shirt folding tables are now available. Any type of packaging, or any size folding blade can be used. These models are particularly adaptable to those plants desiring to bag shirts on the folding table.

Lay-down collar assemblies can be supplied on both models. The lay-down assembly is interchangeable with the standard Ajax collar assembly and can be changed in two or three minutes.

The new lay-down collar assembly is fully heated, forms the collar well and lends itself to any type of packaging, Ajax reports.

Additional information about the Ajax line can be obtained from Ajax Presses, 619 S. Fifth West, Salt Lake City, Utah.

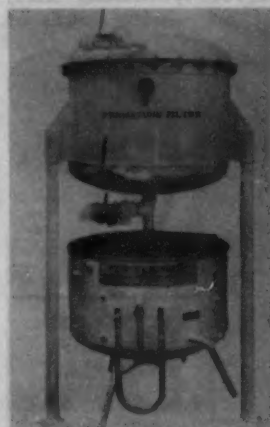
Adding Machine for Cleaners

An adding machine specially designed to save work for drycleaners is being offered by the Victor Adding Machine Co. It prints the quantity, description and price of cleaning items on the ticket and totals both the number of items and the charge.

According to the company, with the Cleaners' Model one person can sort, count, record

and price the items in one operation and on one form. More information is available from the Special Machines Dept., Victor Adding Machine, 3900 N. Rockwell St., Chicago 18, Ill.

Per Tubular Filter



Permatube Filter has been designed by Per Corporation to answer the need for a tubular filter of adequate capacity that can be attached to any synthetic drycleaning machine. It has been constructed so that it can be installed with the Per-

claimer, the company advises.

The Permatube Filter mounts above the Per-Claimer so that the filter sludge is dumped directly into the Per-Claimer without handling.

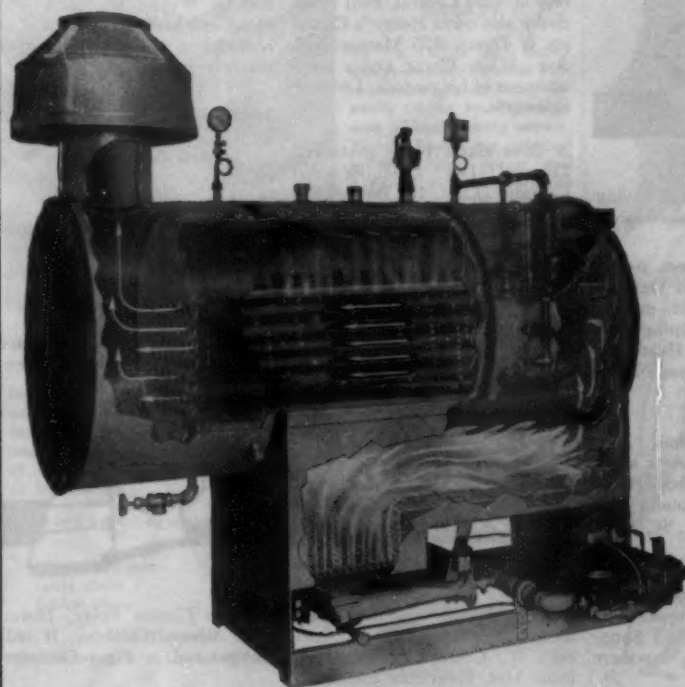
The Per-Claimer can be converted to a regular solvent still by attaching the Per-Cooler. Therefore, says the manufacturer, the entire process of solvent maintenance can be accomplished in one area of floor space. This includes filtration, distillation, sludge cooking and, if necessary, solvent cooling.

For further information write to Per Corporation, P. O. Box 305, Orange, N. J.

New Garment Hanger Cover

Kwik-Kover Sales Company announces its new "Ad-a-Bib" garment hanger cover for use with clear polyethylene bags. Designed to show a plant message through both sides of the bag, the product eliminates printing on plastic bags, plus the need for tissue around hangers. It slips over the hanger and keeps the dust off garment collars.

For further information write to Kwik-Kover Sales Company, 410 North Kedzie Ave., Chicago 12, Ill.



GAS FIRED LATTNER HRT

See —

- the simplicity of design.
- the large amount of heating surface.
- the quiet atmospheric gas burners.
- the simple control setup.
- the factory installed combustion chamber.
- the rock wool insulated jacket.
- an HRT boiler all in one piece.
- the boiler that "coasts" with the load.
- sizes 3 H.P. to 50 H.P.

Dealers Most Everywhere

P. M. Lattner Mfg. Company
Cedar Rapids, Iowa

press ALL fabrics in COMPLETE SAFETY

with Gross Star TRIPL-SAFE Grid Plate
or Gross Star TRIPL-SAFE perforated hot head plate

YES! Perfect heat at head for synthetics, silks,
wools, cottons, any known fabric—with clouds of
steam and **NEVER** a jet.

Triple Filtering cuts heat,
ends jetting, stops nickel
marks.

Scientifically
Shaped Surface

is part of
the plate,
can't wear
off—will
NOT SHINE
any
fabric.



LOW COST TRIPL-SAFE GRID PLATE

Under 46"\$29.75
Over 46"\$38.75
Mushroom\$21.75

Single
Plates
Still only
Under 46" ...\$16.85
Over 46" ...\$21.75
Mushroom ...\$12.50

From Your Jobber—Insist on this famous namplate

GROSS STAR TRIPL-SAFE GRID PLATE

PATENT
APPL'D FOR

MFG. BY
L. BEHRSTOCK CO.
1708 S. STATE ST. CHICAGO 26, ILL.

WITH BUILT IN
STEAM FILTER

PEOPLE AND PLACES

NORTH EAST



Town and Country Cleaners, Route 110, Huntington Station, N. Y., was destroyed by fire recently with an estimated damage of \$200,000.

Taft Cleaners has opened its one-hundred-fifth unit, on Route 27, Colonia, N. J. The firm, with its main plant in Irvington, is celebrating its twenty-fifth anniversary.

The application of Edward Wennersten to erect a drive-in drycleaning establishment at Brighton Rd. and Market St., Clifton, N. J., has been approved.

Neshaminy Cleaners has been opened in Jamison, Pa., by William Lightcap.

A grand opening was scheduled recently at Town and Country Cleaners and Shirt Launderers,

214 N. Livingston Ave., Livingston, N. J., by J. Nakashian.

Norton Cadet Cleaners, owned and operated by Frank DeBlase, has opened its twelfth unit, in the 12 Corners Shopping Center, Pittsford, N. Y. Headquarters of the firm is on Norton St. in Rochester.

Charell Cleaners has been moved to larger quarters at 38 Glen Head Rd., Glen Head, N. Y. The establishment was formerly at 88 Glen St., Glen Cove.

Garden State One Hour Cleaners, Inc., has been opened in the Pleasantville (N. J.) Shopping Center by Pat Saponare and Rubin Wishkin.

Tanglewood Cleaners, 2206 Central Park Ave., Yonkers,

N. Y., has doubled its size with acquisition of additional property at 2264 Central. Paul Pshe-desky also owns Henry's Cleaners & Dyers, 255 Mamaroneck Ave., White Plains, under management of his partner, Leonard Schwartz.

A three-alarm blaze destroyed Leonard Dry Cleaning and Laundry Co., 14 Butler St., Elizabeth, N. J., recently. Mr. Hirsch, owner, stated that his firm was to consolidate with Bloomfield Laundry in a few months. The Bloomfield plant will be headquarters.

A grand opening was scheduled recently at Arlmont Cleaners,

1092 Massachusetts Ave., Arlington, Mass., by Bruce Graves and G. Wayne MacLeod. The event celebrated completion of remodeling of the building they recently purchased.

Morrisville (N. Y.) Dry Cleaners, owned by Ray Williams, has added new shirt finishing equipment.

Peter Ognibene has announced plans to open a drycleaning establishment at 19 E. Main St., Brocton, N. Y.

Star Cleaners has leased space in the Comack Shopping Center, Smithtown, N. Y.

NORTH WEST



Wallace Forney has purchased Sunrise Cleaners, 107 N. Seventh St., Cottage Grove, Ore., from Mrs. Henrietta Johnson.

Edward C. Walch has purchased a drycleaning establish-

ment in Glens Ferry, Idaho, from Alberta Calhoun. It will be operated as Finer Cleaners.

Bachelor Cleaners, 409 Montana, Coeur d'Alene, Idaho, has opened a branch in a new build-

finish
fur-like
pile fabrics
IN YOUR
OWN TUMBLER,
after
dry cleaning

with ...

feel-tex

★ NO EXTRA COST! ★

★ NO EXTRA EQUIPMENT! ★

★ NO FRANCHISE FEE! ★

\$23 buys all you need to
process more than 64
garments ...

**MONEY BACK
GUARANTEE**

See Your Jobber or Write Direct

FUR-FEEL CORP., 231 Eagle St., Brooklyn 22, N.Y.

ing at Fourth and Harrison. Paul Ammon, owner, is a director of the Idaho State Laundry and Dry Cleaners Association and a graduate of the National Institute of Drycleaning.

Smith Dry Cleaners, Wisconsin St., Priest River, Idaho, has purchased Deluxe Cleaners.

Smith's Cleaners, formerly Smith's J & B Cleaners, has moved to its new modern building at 2813 W. C St., Torrington, Wyo. Mr. and Mrs. William I. Smith are the owners.

Lane Cleaners, S. W. 16th and Emigrant Ave., Pendleton, Ore., was destroyed by fire recently.

Lloyd Hogan has opened a drycleaning and tailoring establishment in the Park Hotel Bldg., Belleville, Wis.

A grand opening celebration was scheduled recently at Swagler Dry Cleaners, Seville, Ohio, by Paul Swagler.

Leo S. Black and Fred Griss have established Custom Cleaners, 213 Louisiana Ave., Perrysburg, Ohio. Mr. Black operates two establishments in Toledo.

Blanchester (Ohio) Service Cleaners has been opened at Broadway and Center Sts. by Earl Horn and Bob Mayfield. The two men operate a plant in South Lebanon.

Bacall Cleaners, Maywood, Ill., has opened a branch at 1425 Roosevelt in Broadview.

A new branch of Johnny-on-the-Spot has been opened at Newburg and Alpine Rds., Loves Park, Ill.

NORTH CENTRAL



A grand opening celebration was held recently at Wagner Cleaners, 143 Center St., Grayslake, Ill., by the new proprietors, Mr. and Mrs. Joseph Bachofner. The couple purchased the establishment from Mr. and Mrs. Ernest Erickson.

Asher Knight has purchased Mary's Cleaners, Clare, Mich. The establishment has been renamed American Cleaners.

Casella's Dry Cleaning Co., formerly at 26 S. St. Clair St., Painesville, Ohio, held a grand opening in its new location at 1640 Mentor Ave.

A drycleaning concern has been opened on W. Main St. in the Hotel Grier-Lincoln Bldg., Danville, Ill. Dr. George Stewart is the owner.

Mr. and Mrs. Harris Parent have leased the former post office building in Osceola, Wis., for establishment of a drycleaning business.

Curtis Aberly, owner of Puritan Dry Cleaners, Stambaugh, Mich., has taken over operation of Rainbow Dry Cleaners in Iron River. Joseph Sturman, former owner, plans to retire.

SOUTH WEST



Cook's Cleaners of East Bakersfield, Calif., has opened its third unit, at 111 El Tejon Ave. in Oildale. Harvey Cook is the owner.

Meador's Cleaners, established 25 years ago in San Francisco, Calif., has opened a branch in the Town and Country Village Shopping Center, Palo Alto.

Mr. Mrs. C. H. Gent have taken over Mesquite (Tex.) Cleaners from E. (Dick) McKinnon.

Tomball (Tex.) Cleaning and Pressing Co. has been opened in the Tomball Tribune Bldg.

Mrs. Raye Dixon and Mrs. Thelma Lankford have taken



NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

\$69.50

Also available, Deluxe Scale Basket. Up to 150 lbs. capacity... \$129.50

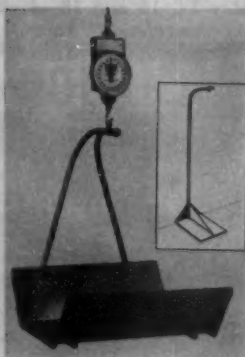
NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **\$39.75**

With stand add \$15.00
Scale alone 18.00
Basket alone 22.00

Sold Through
Drycleaning and Laundry Jobbers



NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.



LEATHER & SUEDE

Expertly CLEANED, DYED
and REFINISHED

... at **LOWEST
WHOLESALE PRICES**

- Jackets • Coats
- Gloves and everything in Leather

**Prompt Service
Anywhere in U. S. A.**

SEND FOR COMPLETE DETAILS: Price lists, labels, order blanks and advertising material.



7606 CARNEGIE AVE.
CLEVELAND 3, OHIO
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INCREASE PROFITS WITH **BERLOU** MOTHPROOFING SERVICE

FIVE-YEAR WRITTEN GUARANTEE

Let Berlou's own factory representative help you plan a profitable mothproofing department. Berlou, established in 1930, is used by more professional mothproofers than all other mothproofs combined. Write for Berlou Profit Builder Plan. Berlou Manufacturing Co., 435 Monroe Street, Marion, O. In Canada, The Berlou Company, Ltd., London, Ontario.

over American Cleaners, located in the Shopping Center on Merchant St., Vacaville, Calif.

Crest Cleaners has been opened at 1404 E. Huntington Dr., Duarte, Calif., by Sol Morrison.

Mr. and Mrs. J. C. Meeks have announced purchase of City Cleaners and Hatters, Quana, Tex., from Mrs. Earl Stine.

Paul's Dry Cleaners, San Luis Obispo, Calif., has opened a branch at 412 E. Main, Santa Maria, Calif.

Sesma Cleaners has opened its new drive-in at La Palma and Euclid Aves., Anaheim, Calif.

John and Kay Parson have purchased Wardrobe Cleaners, Fallon, Nev., from R. C. Berney.

Dal-Tex Cleaners, 1321 E. Ohio, Dallas, Tex., was damaged by fire recently with loss estimated at approximately \$20,000. The flash fire claimed the life of the owner's wife, Mrs. John Terrell, and injured five others.

Boulevard Cleaners has opened its fourteenth unit, in the Eastland Shopping Center, West Covina, Calif.

Harold Voris has opened a drycleaning establishment at 27 E. Fourth, N., Logan, Utah. Mr. Voris has similar plants in Bountiful and Casper, Wyo.

Erwin Preston has leased Po-teet (Tex.) Cleaners from Lee Rasco.

A new drycleaning establishment has been opened at 950 Ralston, Belmont, Calif.

SOUTH EAST

Dan Raud and Ralph Jones have purchased a drycleaning establishment in Richlands, N. C., from Paul Thompson and Preston Warren.

Meadors Dry Cleaning and Laundry, Covington, Ga., recently observed its thirty-eighth anniversary with an open house.

New drycleaning equipment has been installed by Steve Placek in East Main Cleaners, 1800 E. Main, New Iberia, La.

Robert Starnes has purchased Hendersonville (N. C.) Dry Cleaners, located on Haywood Rd.

Quality Dry Cleaners and Laundry Service, Louisburg, N. C., has added new equipment. The establishment is operated by brothers Rocky and C. G. Saunders.

Perko Cleaners, Goldsboro, N. C., was scheduled to open a branch at 9 E. Hargett St. in Raleigh.

James L. Colvert has purchased Deluxe Cleaners, 626 N. Florida Ave., Lakeland, Fla., from D. K. Harwell.

Segrest Cleaners has been opened at 1125 W. Fifth St., Charlotte, N. C.



For
De-Linting
Trousar Cuffs
and Seams



For De-Pilling and
De-Linting all Gar-
ments, Sweaters,
Synthetic materials
and High Pile Fab-
rics, Revitalizing
and Moth-Proofing
Furs.

GIVE YOUR GARMENTS A PERFECT LINT-FREE FINISH

Here's a typical en-
dorsement from one
of our 24,473 Clean-
ers, Tailors, Furriers,
users.

"Send us another
'Little Wonder'.
I used one for years.
I feel we could not be
without it."

DeLuxe Cleaners
Houston, Tex.

with the new
deluxe model **"Little Wonder"** weighs but
Patented 3 1/2 lbs.

ELECTRIC WHISK-BRUSH & SANITATOR MACHINE

It beats! It sweeps! It suction cleans!

It's an efficient and powerful blower. It sprays sizing,
water repellents, moth-proofing and other materi-
als, dry or liquid. All in one unit! Nothing
else like it! Try one!

AMERICAN PRESSBOARD CO. (INC. EST. 1916)
(Patentees and Manufacturers)
114 W. 30th St., N. Y. 1, PE 6-8687

PRICE
ONLY
\$64.50
Send for
circular

DOMINION of CANADA



New Method Dry Cleaners is now housed in new quarters at Reade St. and Mountain Rd., Moncton, N. B. The establishment is owned by A. W. B. Stone.

Construction has begun on an extension to a drycleaning plant at 157 Thorold Rd., St. Catharines, Ont., according to a recent announcement.

Newton Drive-In Cleaners was scheduled to be opened in the Newton Plaza, New Westminster, B. C., by Mr. and Mrs. E. Evans.

An addition is planned for Quinton's Dry Cleaning Co. on Pembina Highway, Fort Garry, Man.

A grand opening was held recently at Nu-Way Cleaners, 219 Eramosa, Guelph, Ont.

Wimbridge Cleaners has been moved to new modern quarters on Yonge St., Richmond Hill, Ont.

Brookshire Cleaners, 354 Richmond Rd., Ottawa, Ont., was damaged by fire recently.

MEETINGS SCHEDULED

May 3 and 4—Dry Cleaning Association of the Dakotas, Annual Convention, Mitchell, South Dakota.

May 14, 15 and 16—Laundry and Cleaners Allied Trades Association, Annual Convention, Sun Valley Lodge, Sun Valley, Idaho.

May 15, 16 and 17—Idaho State Launderers & Dry Cleaners Association, Annual Convention, Owyhee Hotel, Boise, Idaho.

May 17 and 18—New Hampshire Laundry & Cleaners Association, Annual Convention, Eastern Slopes Inn, North Conway.

May 29, 30 and 31—Laundry Owners & Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming, Annual Convention, Havre Hotel, Havre, Montana.

June 4 and 5—Georgia Launderers and Cleaners Association, Annual Convention, Biltmore Hotel, Atlanta.

June 5, 6 and 7—Pacific Northwest Launderers & Dry

NATIONAL CLEANER & DYER

**42 YEARS with the
DRYCLEANING INDUSTRY**

INSURANCE AT COST!

**NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE**

3820 WASHINGTON BLVD. • ST. LOUIS 8, MISSOURI

Cleaners Association, Annual Convention, Empress Hotel, Victoria, British Columbia, Canada.

June 5, 6, 7 and 8—Southern Laundry & Cleaning Association, Annual Convention, Grand Hotel, Point Clear, Alabama.

June 13, 14 and 15—California Drycleaners Association, Annual Convention, LaFayette Hotel, Long Beach.

June 20 and 21—West Virginia Launderers & Dry Cleaners Association, Annual Convention, Daniel Boone Hotel, Charleston.

June 26, 27 and 28—Associated Cleaning & Laundry Services of Missouri, Annual Convention, President Hotel, Kansas City, Missouri.

June 27, 28 and 29—Florida Institute of Laundering and Cleaning, Annual Convention, Hotel Fontainebleau, Miami Beach.

July 17 through 26—British Laundry, Dry Cleaning and Allied Trades' Exhibition, Olympia, London, England.

August 17, 18 and 19—Virginia Association of Launderers and Cleaners, Annual Convention, Hotel Roanoke, Roanoke.

September 11, 12, 13 and 14—New York State Launderers & Cleaners Association, Inc., Annual Convention, Concord Hotel, Kiamesha Lake.

September 28, 29 and 30—Dry Cleaners Institute (Ontario) Ltd., Annual Convention, Prince Edward Hotel, Windsor, Ontario, Canada.

October 10, 11 and 12—Ohio Drycleaners Association, Annual Convention, Hotel Cleveland, Cleveland, Ohio.



GET THE FACTS ON a NEW Drapery Process

Adjust-a-drape
REGISTERED

is the only drapery process that can offer you . . .

- Guaranteed correct length
- Measuregraph control

• **Adjust-a-drape**®-fold finishing

Franchises available to qualified petroleum solvent plants only—WRITE

Morey Seldin Machinery Corp.

5999 EAST 56TH STREET

INDIANAPOLIS, INDIANA

OBITUARIES

Vernie W. Bagert, 51, associated with the drycleaning and laundry industry in New Orleans, Louisiana, for over 30 years, died recently of a heart ailment. Mr. Bagert, a native of New Orleans, was past president of the New Orleans Laundry and Cleaners Association and a director of the Louisiana Laundry and Cleaners Association. Surviving are his wife, his mother, three sons and a daughter.

Archie L. Haynes, 50, former operator of City Cleaners, Springhill, Louisiana, died recently following a long illness. Mr. Haynes and his wife purchased the drycleaning establishment in 1944. He is survived by his wife and daughter.

Israel Krestman, 46, proprietor of North Station Cleaners, Boston, Massachusetts, died of a heart attack recently. Mr. Krestman is survived by his wife.

Jack H. Predmore, 62, owner of a drycleaning establishment in Auburn, Indiana, died at the Veterans Administration Hospital in Fort Wayne recently. A native of Marysville, Montana, Mr. Predmore established the drycleaning business ten years ago. He was a member of the Auburn Masonic Blue Lodge, Scottish Rite at Fort Wayne, Eastern Star, American Legion and Moose Lodge. Surviving are his wife, mother and three sons.

Sam Shanock, owner of a drycleaning establishment in Chicago, Illinois, died in a hospital recently. Mr. Shanock is survived by his wife and two daughters.

**HIGH SPEED
EXTRACTORS**



- MANUAL OR FULLY AUTOMATIC
- COIN OPERATED FOR UNATTENDED STORES

BOCK WORK CENTER—WASHER AND EXTRACTOR

See your Laundry Machinery Dealer

BOCK LAUNDRY MACHINE COMPANY

TOLEDO 2, OHIO

10, 15, 25, 50, 85 LB. (DRY WEIGHT) EXTRACTORS

STORAGE VAULT, FUR AND SYNTHETIC CLEANING SUPPLIES

Haertel's Storage Vault and Fur cleaning supplies put added profits in your till.

- FUR SHEEN CLEANER for furs and pile coats
- POLAR SHEEN process for finishing
- FUR CLENE cleaning fluid
- TRI-X FUMIGANT

and Cleaning bags • Sponges • carding brushes • coat hangers • garment number guides • storage boxes • button covers • garment tags • storage receipts • and a complete advertising kit.

WALTER HAERTEL COMPANY

2840 Fourth Avenue South, Minneapolis 8, Minnesota

MR. DRYCLEANER:

Got a LAUNDRY PROBLEM?

If you have a laundry department that's growing from a sideline into a major operation, you need

STARCHROOM LAUNDRY JOURNAL

Top Magazine in the Laundry Industry Since 1893

Just as NATIONAL CLEANER & DYER is the recognized authority in drycleaning, STARCHROOM LAUNDRY JOURNAL is the recognized authority in laundering. Every issue of the JOURNAL specializes 100% in how to do a bigger, better laundry business, how to do it faster and more efficiently, and, *most important*, how to do it at a *higher profit*.

In the JOURNAL you'll find the solutions to your everyday laundry problems . . . case histories from all over the country, telling how other laundrymen are making more money . . . reports on the latest technical and engineering developments . . . news of modern, time and money-saving equipment and supplies.

Because you're a paying subscriber to NATIONAL,

**YOU CAN GET THE JOURNAL AT A
BIG 50% REDUCTION IN PRICE!**

Your subscription to the JOURNAL for a full year (regularly priced at \$4.00) will cost you only \$2.00.

Yes, if you've got a *real* laundry operation, you need a *real* laundry magazine, and that's STARCHROOM LAUNDRY JOURNAL. Clip and mail the handy coupon today!

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10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

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Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

Modern, well-established drycleaning, laundry and storage plant doing quality work in industrial New England city, center of a large trading area. **REAL OPPORTUNITY** for younger man interested in insuring a good future by ownership of his own business. **ADDRESS:** Box 8374, **NATIONAL CLEANER & DYER.** -2

DRYCLEANING and LAUNDRY DRIVE-IN, main thoroughfare. Fastest growing section of **METROPOLITAN WASHINGTON, D. C.** Ten-million-dollar missile plant being built within a few blocks. \$100,000 gross sales. Building 90 x 100, adjoining lot 50 x 220 ft. from street to street. An open invitation to triple volume. Owner retiring. \$150,000 including property. Terms to responsible people. **ADDRESS:** Box 8426, **NATIONAL CLEANER & DYER.** -1

SOLVENT PLANT, FASTEST GROWING DISTRICT EAST OF LOS ANGELES, NEAR ORANGE COUNTY, GROSS \$140,000 YEAR, FOUR CALL OFFICES, THREE ROUTES, \$20,000 WILL HANDLE. **ADDRESS:** Box 8427, **NATIONAL CLEANER & DYER.** -2

Well-established fur and bridal business located in the beautiful Ozarks. Modern building, large vaults, park-in facilities and top location. Write for photo and particulars. Grace Company, 854 S. Glenstone, Springfield, Missouri. 8428-2

Plant for sale—Chicago metropolitan area, 30 miles from Loop. Solvent plant doing \$100,000 a year. Established over 30 years, same owner. Reason for selling—retiring. Will sell with or without property. Terms can be arranged with responsible party. **ADDRESS:** Box 8430, **NATIONAL CLEANER & DYER.** -2

BUFFALO, N. Y., ONE-HOUR SYNTHETIC MODERN DRYCLEANING PLANT. GOOD LOCATION, DOING GOOD VOLUME. ALL CASH-AND CARRY. OWNER RETIRING. PRICE \$22,500. **ADDRESS:** Box 8431, **NATIONAL CLEANER & DYER.** -2

FOR SALE: Complete drycleaning plant located central Massachusetts. Ideal for anyone. Weekly volume \$400-\$500. Must sacrifice. No offer refused. **ADDRESS:** Box 8432, **NATIONAL CLEANER & DYER.** -2

Central Indiana: Modern cleaning plant, with shirt laundry. Gross last year \$140,000, two routes, five stores, including laundrette. Owner has retired and wants to sell out. \$50,000; \$10,000 down, long-term lease on building with option to buy or will sell real estate. **ADDRESS:** Box 8455, **NATIONAL CLEANER & DYER.** -2

CAPE COD, MASS. Drycleaning plant and self-service laundry, 285' frontage on state highway. Lovely 4-room home included—illness forces sale. Write M. M. Walsh, Box 106, Dennis, Mass., or telephone DEnnis 225. 8463-2

MUST SELL IMMEDIATELY: Modern drive-in, quality plant in northeast Ohio. Same owner 34 years. Large cold storage vault, shirt laundry, hats. Building 52' x 100' valued at \$75,000. New Butler solvent machine in January. Business over \$110,000. Sudden illness. Asking \$125,000 complete or business only \$75,000. Make offer, will finance. **ADDRESS:** Box 8467, **NATIONAL CLEANER & DYER.** -2

In the Valley of the Sun, Mesa, Arizona. Fastest growing city in the world. Reasonably priced drycleaning plant with three trucks. Located on main street. Two drycleaning units, 40 lb. Mercury, 25 lb. Hoffman wheel-type cleaning unit. Business growing fast. Priced \$15,000. For information write: Bob Culver, 763 West Main, Mesa, Arizona. 8478-2

LOS ANGELES, BEVERLY HILLS AREA. Complete 140F solvent plant. Established 30 years. Just off Wilshire Boulevard. 10 year lease. Ample parking. \$45,000 annual sales, \$38,000 full price. \$20,000 will handle. A sacrifice. **ADDRESS:** Box 8479, **NATIONAL CLEANER & DYER.** -2

Modern solvent drycleaning plant and small laundry, doing \$20,000 monthly, quality work, good price in beautiful Northwest. Will sell on 5-year contract to dependable party. **ADDRESS:** Box 8480, **NATIONAL CLEANER & DYER.** -2

Eastern New Mexico cleaning shop in fast-growing city, air base close by. Volume \$45,000 annually. Equipment excellent condition, 25-by-80 building with room for drive-in. Prices \$1.35. **ADDRESS:** Box 8481, **NATIONAL CLEANER & DYER.** -2

PALMA DE MALLORCA, SPAIN—Four years ago, I established a modern odorless laundry and drycleaning plant here because one was very much needed, and could not miss, and yet I knew nothing about the business. I have been absent 15 months, and they did \$30,000 gross—and so were their expenses. Four years ago there were four flights a week to this city, and now there are over 55 flights each day, all loaded, so the possibilities are unlimited for a person that can take this business over and stay here. If you are interested, write me. I am here now. Nelson B. Cramer, Lavanderia Americana, Plessa Oliver 20, Palma de Mallorca, Spain. (Please write air mail.) 8482-2

Richmond, Virginia—Long-established drycleaning business, yearly volume \$80,000 to \$100,000. Long lease on building or will sell both. **ADDRESS:** Box 8495, **NATIONAL CLEANER & DYER.** -2

Florida West Coast opportunity, drycleaning plant and shirt unit. Doing \$75,000 annually. \$35,000 for business and machinery, \$15,000 down—rest terms. Will lease building and property. **ADDRESS:** Box 8496, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANTS AND LAUNDRIES WANTED

WANTED TO BUY, LARGE CLEANING PLANT. **ADDRESS:** Box 8405, **NATIONAL CLEANER & DYER.** -1

BUSINESS OPPORTUNITIES

WANTED: Qualified person interested in investing money in a modern existing drycleaning plant in western Alberta, Canada. Must be willing to take active interest in the business and prepared to buy shares therein. **ADDRESS:** Box 8491, **NATIONAL CLEANER & DYER.** -11

NOTICE TO ADVERTISERS

In order to maintain a regular publication schedule, all classified advertisements must be received no later than the 10th of the month preceding that in which the advertisement is to appear.

SITUATIONS WANTED

Manager's position wanted, in package plant if possible. Strictly sober, managerial experience, family man, age 48. Twenty-two years in the cleaning industry. ADDRESS: Box 8566, NATIONAL CLEANER & DYER. -5

Synthetic and petroleum manager, spotter, cleaner—all-around maintenance equipment, etc. 18 years experience, age 39, married. ADDRESS: Box 8439, NATIONAL CLEANER & DYER. -3

First-class cleaner and spotter wants position with reliable concern. 25 years experience. 10 years as plant superintendent. Best of reference. James K. Rorie, Rt. #1, House Springs, Mo. Phone ESsex 6-4809 (suburban St. Louis.) 8470-5

SUPERVISOR: 30 years experience, N.I.D. 1988, second generation in industry, diversified experience in production, training, supervision, age 48, married. Looking for sincerity and depth in individual and operation. Frank Hart, 907 Second Ave., Bethlehem, Pa. 8476-5

AMERICAN MANUFACTURERS AND JOBBERS: Interested in Latin American drycleaning and laundry market? Experienced European in these industries and countries, age 31, speaking Spanish, aggressive, graduated, good references, is interested in sales and promotional work, commission basis, and offers his services to American companies for that area. Present earning \$9,000. Additional information upon request. ADDRESS: Box 8487, NATIONAL CLEANER & DYER. -5

WANTED: position as manager or working superintendent in quality drycleaning plant. Over thirty years experience in all phases of the industry. Can give the best of references as to my ability to maintain quality and production at minimum costs. Prefer Midwest states. ADDRESS: Box 8498, NATIONAL CLEANER & DYER. -5

HELP WANTED

SPOTTER: MUST BE QUALITY SPOTTER AND KNOW ALL PHASES OF OPERATING MODERN WASHER-EXTRACTORS PETROLEUM AND SYNTHETIC. OPPORTUNITY FOR RIGHT PERSON TO BETTER HIMSELF. SOUTHERN OHIO. GIVE ALL DETAILS REGARDING SELF FIRST LETTER. ADDRESS: Box 8401, NATIONAL CLEANER & DYER. -7

HARTFORD, CONN. Production superintendent. City's largest retail laundry and drycleaning plant, quality services only. Background must include successful production experience, above-average mentality—education—training, record of getting things done through others promptly and efficiently. Apply, including recent photo if convenient. ADDRESS: Box 8498, NATIONAL CLEANER & DYER. -7

HERE'S A SPECIAL OPPORTUNITY FOR A SALES MANAGER FOR ROUTES. To join one of the largest, finest and fastest growing laundry-drycleaning-rug plants on Eastern Seaboard and to take full charge of route sales programs. Aggressiveness, drive, ambition are essential personal characteristics, together with the ability to lead, train, direct and develop men. Individuals with proper qualifications have permanent long-range future with our company. Future earning potential excellent. Applications will be treated in strict confidence. Send complete details concerning background and experience. ADDRESS: Box 8489, NATIONAL CLEANER & DYER. -7

MANAGER for solvent plant in Detroit, Michigan. Must be experienced and capable of managing entire plant. Must be able to furnish good references. ADDRESS: Box 8499, NATIONAL CLEANER & DYER. -7

SALESMEN-DISTRIBUTORS WANTED

DISTRIBUTORS-JOBBERs for wire garment hangers. Exclusive territories still available. **DIAMOND WIRE HANGER CO., CLAIRTON, PA.** Mfrs. of Wire Coat Hangers. 8414-14

Salesman wanted now calling on retail cleaners and dyers to sell printed items used by all cleaners and dyers. Commission basis, no investment required, commission on repeat orders. ADDRESS: Box 8459, NATIONAL CLEANER & DYER. -14

We have an opening for a salesman thoroughly conversant with laundry and drycleaning business who is capable of becoming a partner. The man we want seeks greater opportunities than he now has. His capabilities must be such that he can develop his own income on a straight commission basis calling on a clientele well established over twelve years of business. Earning capacity no less than \$15,000. Write in detail for interview. Laurence C. Smith Co., Syracuse, N. Y. 8493-14

SALESMEN-DISTRIBUTORS AVAILABLE

Well qualified manufacturers' representative located New York area, and covering all jobbers east of Cleveland, is interested in securing one additional established account, either supplies or equipment. **REPLY** to Box 8485, NATIONAL CLEANER & DYER. -46

Soft-sell—hard-working manufacturers' representative with excellent jobbers relations wants one more major line to promote training Northeast area. Now representing three top companies in the field. (No gimmicks or equipment, please.) ADDRESS: Box 8494, NATIONAL CLEANER & DYER. -46

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IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTEVILLE, VA.** 6040-95

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MANUFACTURER SELLING OUT SURPLUS 24 x 36 NYLON LAUNDRY NETS, \$13.50 PER DOZEN, FINEST QUALITY, SUPPLY LIMITED. I. S. SUPPLY COMPANY, 148 TRENTON AVENUE, WHITE PLAINS, NEW YORK. 7717-45

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS.** We know of no better way for a plant manager to judge our products. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO., 2610 Clay Ave., Fresno 1, California.** 8490-45

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BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50, 34 SUEDE LEATHER ELBOW PATCHES, \$4.00. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. **Nassau Notionhouse, Nassau, N. Y.** 5639-48

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SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket \$3.75. Ship to **THE SUEDE KING, 1311 East State Street, Sharon, Pa., Member of S.L.R.A.** 5234-13

Suede and Leather cleaned and refinished—Jacket \$3.50, Topper \$3.00, Coat, \$6.00. To change the color of suede, 50% more. **Advance Leather Coloring, 1688 Pitkin Ave., Brooklyn 12, N. Y.** 5649-13

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C.O.D. CLEANING & DYEING CO., 1430 Harrison St., Davenport, Iowa.** 6055-13

SUEDE AND LEATHER—Cleaned, dyed, refinished. Guaranteed "FRENCH-TEX" process. Jackets—\$5, coats—\$10. **LaFRANCE DYE HOUSE, 7604 Carnegie Ave., Cleveland 3, Ohio.** 7947-13

Suede and Leather Specialists. "Lano-Lustre" process. Member S.L.R.A. Natural oils, color and softness restorer. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—**Wardrobe Service, 1304 McGee, Kansas City, Missouri.** 8088-13

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Suede and leather garments cleaned and refinished—using the most modern methods and equipment—**GOOD WORK GUARANTEED.** Suede jackets—\$5.00, suede coats—\$10.00, handbags from \$3.00, gloves (short white) 50¢. **COMPLETE REPAIR DEPT.** Established 1912. **Cole Leather Cleaners, 1287 Second Ave., New York 21, N. Y., LEHIGH 5-0950.** 8492-13

NATIONAL CLEANER & DYER

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REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 3, Ill. 5516-29

REWEAVING BY THE SUPERIOR FRENCH PROCESS. MOTH HOLES, BURNS, ETC., REWOVEN TO THE EXACT PATTERN. COAST-TO-COAST. MODERATE PRICES. SMALL DAMAGES RETURNED SAME DAY RECEIVED. SATISFACTION GUARANTEED. SEND A TRIAL ORDER TODAY. R. M. WEISSERT, 315 NORTH 7TH ST., ST. LOUIS, MO. 5345-29

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RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS,** 1412 Adams St., Toledo 2, Ohio. 7446-29

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SHARF'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

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Dyeing Is Our Business—"Science in the Art of Dyeing" by the South's most modern dyehouse. Our 24- to 48-hour **SERVICE** on garments, household items and rugs is unmatched. Let's get acquainted **NOW** for bigger profits. **DUFFEN DYE WORKS,** 211 County St., Portsmouth, Virginia. 7438-12

For years our **EASY-TO-FINISH DYED WORK** has pleased the most discriminating customer. For **PROMPT SERVICE** and the **FINEST DYEING** of garments, rugs, drapes, slipcovers, suedes, leathers, try **SENECA DYERS, INC.,** 1157 MAPLE ST. ROCHESTER 11, N. Y. 7336-12

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N-3

NATIONAL CLEANER & DYER

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LEARN TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments. (separate books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5470-15

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932.** 5902-15

We teach re-weaving by mail. New all-metal instrument, easy-to-use instructions. Write for free literature. F. S. Peters, 1901 South Jackson Street, Little Rock, Ark. 8340-15

BIG EXTRA PROFITS IN INVISIBLE REWEAVING! Do it yourself—in your own shop giving customers finest work and prompt service. Find out how quickly you can learn to make holes, tears, cuts **DISAPPEAR** from all clothing and fabrics. Famous original Fabricoon professional method pays up to \$10 in an hour—**ALL PROFITS!** Write for **FREE** details. Fabricoon, Dept. R R, 4838 Broadway, Chicago 40, Illinois. 8399-15

LEARN TAILORING, REPAIRING, REWEAVING in one of America's finest tailoring schools. Tuition: \$75 for each 100 hours of instructions. Stay as long as you wish. Empire Institute of Tailoring, 422-A East 5th Street, Hazleton, Pa. 7129-15

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For sale: One—15HP. Mund high-pressure boiler complete with stack, water pump, automatic gas burner. Excellent condition. In use only four years. \$800. D & J Overall Laundry, Inc., 211 39th St., Moline, Illinois. 8408-36

MACHINERY FOR SALE

American and Hoffman 140F drycleaning units, complete in every respect. New-machine condition, at considerable saving over new-equipment price. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8234-4

Hoffman model XC05, XC054, and XW18 presses, Cissell puffers, Cissell cuff cleaners and sleeve finishers. Real values. Cummings-Landau Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8235-4

MODEL 75, AMERICAN VACUUM STILL, COMPLETE WITH MOTOR-DRIVEN PUMP. 4—NATIONAL HAND AND POWER MARKING MACHINES. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, New York. 8234-4

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We buy and sell complete drycleaning plants. Also have a complete line of up-to-date, rebuilt and new drycleaning equipment. Contact us for your machinery needs at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., INC.**, 37-37 Ninth St., Long Island City 1, N. Y., Stillwell 4-6666. 8291-4

MACHINERY FOR SALE (Cont'd)

Two-roll, 100" and 120" **AMERICAN** and **C/L RETURN FEED IRONERS.** **MECHANICALLY EQUAL TO NEW.** CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 8310-4

42 x 84" AMERICAN MASTER CASCADE double end driven Monel metal washers, two-compartment two-door cylinders, motor-driven. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 8309-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has available American Notrux extractor, American 8- and 6-roll ironer, American Cascade 42 x 84, also 9-pocket stainless washer, Hoffman drycleaning and laundry washers, Pellerin-Milnor automatic washers, Hoffman and American 30, 48 and 60" extractors for laundries and cleaners, Hoffman 140F and synthetic cleaning unit. Also Prosperity, Mercury, Manitowoc, Columbia, Butler, Sec-O-Matic synthetic units with Hoyt solvent savers, Prosperity 2-girl shirt unit, Bendix washers, Bock extractors, Huebsch tumblers for laundrettes. 8434-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has Sec-O-Matic synthetic unit with solvent saver—Mercury—140F unit—40 lb. Automatic unit—10 lb. Columbia unit. 8435-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has available laundry and drycleaning equipment from several modern plants. Price reasonable, with terms. Request availability list without obligation. 8436-4

IMPERIAL CLEANING MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, N. Y. EV - 9-6585, has large stock of new and rebuilt equipment, reasonable prices and terms, one-year guarantee. Individual machines or complete plants for laundry, synthetic or petroleum, also laundrette. List the machines you have for sale with us. 8437-4

VERSATILE SEC-O-MATIC CLEANING MACHINE. Two years old. Hardly used. 275-gallon tank. 3000-gallon Olson filler. Large reclaimer. Muck cooker, complete with pipes, etc. Bargain. Star Cleaners, 425 W. Market, Warren, Ohio. 8468-4

One bagger and one Stor-U-Vayor. Used four months. Empire Dyeing and Cleaning Co., 40 Broad St., Middletown, Conn. 8483-4

Unit Kleen 150lb., fully automatic, two years old, good condition. Reasonable. Aurora Laundry & Dry Cleaners, Aurora, Illinois. 8484-4

Pantex air-driven double oval toppler. 19 -DO-CA-1, used one and a half years. \$600 F.O.B. Barton & Miller's Cleaners, 2600 N. Dixie Highway, Ft. Lauderdale, Florida. 8485-4

Detrex two-bath Ambassador 70-pound unit available. Three years old. Tubular filler, newest cooker, air compressor, conductivity control, solvent coolers, water regulator, two Synth-O-Savers, still, etc. An excellent buy for right person. Arnold Baitman, 92 Frontenac, Buffalo, N. Y. EXport 2148. 8486-4

Three 45" Pantex presses, one Pantex mushroom, one Cissell bag sleeve, one complete 140 Pantex Underwriters-approved cleaning plant, including two 30 x 48 metal washers, two 2000-gallon filters, two 30 x 36 tumblers, two 175-gallon tanks, one 50-gallon still. All piping. Excellent condition. Sell all or any part. Reasonable. Leggett's Cleaners, Fort Wayne, Indiana. 8497-4

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marvelous
an "Oscar" of a job
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OUR READERS SAY

Plaudits for MR Study

To the Editor:

I want to take this opportunity to congratulate you upon a marvelous job. I am referring to your motivation research study which appeared in the March issue of *The National Cleaner & Dyer*.

I have seen many surveys conducted by various trade papers but believe you have done an "Oscar" of a job with this particular story.

We are so impressed by the material it contains that we have ordered reprints for all of our salesmen. It is material and research such as this which clarify and make it easier to understand the issues involved in operating businesses such as those studied.

SHEPARD HENKIN
Director of Advertising
and Sales Promotion
Universal Match Corporation
St. Louis, Mo.

To the Editor:

In my humble opinion, your latest issue of the March Guidebook is perhaps the most outstanding publication of your long and honorable series. Why, it contains a veritable wealth of informative material for the trade to digest for months on end! The summation of the motivational study is concise, easy to read and invaluable to those of us in the field who often wonder what makes people "tick."

I've always felt that the yearly guidebook goes on the cleaners' shelves as a sort of "bible." Now, I'm certain of it. Also, I frequently read of your public appearances as a speaker at various conventions around the country. Surely you are contributing a great deal of wisdom to the industry—and believe me, we're all grateful.

HOWARD J. HOPKINS
Kingshighway Cleaners
St. Louis, Mo.

To the Editor:

Both Dr. Dichter and Irving Gilman join me in congratulating you on the very fine job you have done of presenting motivational research and the findings of our study to the drycleaning industry. The material is clear, readable, challenging. We believe and hope your readers will find it most helpful.

I wonder if you could let us have additional sets of tear sheets for the motivation section. We would like 20

sets if that is possible, or whatever number you are able to spare.

Again, congratulations on a fine job and best wishes for the profitable application of motivational research to the drycleaning industry in the months ahead.

JANE BEDELL
Director, Press and
Public Information
Institute for Motivational
Research, Inc.
Croton-on-Hudson, N. Y.

Wash-and-Wear Pricing

To the Editor:

I was very interested in your editorial "If You Can't Lick 'Em."

I am referring to wash-and-wear garments. My idea would be to wash and press them, as they are not hard to press after washing like some fabrics are, at a more reasonable rate than drycleaning.

The question is, what to charge. We get \$1.50 for a suit (drycleaned) and 75 cents for pants, and so on.

I think that 59 cents would be enough for pants, and \$1.18 for suits and dresses.

My experience has been, on many of the new wash-and-wear sweaters, for instance, that they look much better washed than drycleaned; and we have lost a lot of sweater business because of this, too.

Well, why not wash them, then, and charge less than drycleaning, and get this business?

There are also many snow-suits that the ladies are doing themselves (nylon mostly), too.

I know that there may not be the profit in this that there is in a drycleaning job but I, for one, would be glad to have this extra business, especially in the summer.

What I would like to find out, if possible, is if anyone else is doing this, and if so, how do they handle them, what do they charge? Any advertising ideas?

Why can't the cleaners get together

Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:
The Editor

National Cleaner & Dyer
305 East 43rd Street
New York 17, N. Y.

in their towns and promote something like this?

I have read your magazine page to page every issue and enjoy it very much.

Being a small cleaner, in a town of 1,000, with a small route in a nearby town, I would greatly appreciate any help or ideas on this subject.

B. C., New York

You will have the same amount of labor and essentially the same supply costs as if the garments were drycleaned, plus inspection and minor repairs, hence the charge should be the same.

We believe you can do an outstanding educational job working with local clothing merchants. For example, Buchheim's Cleaners in Albany, N. Y., gave a washing demonstration on men's trousers. They then topped and legged one side to show the store buyers the obvious finishing advantage over drip-dry. You might get this point across to your customers by displaying such a pair of trousers in your window. Newspaper or radio advertising could mention that all garments need professional finishing, that hard-to-remove stains are best handled by the professional drycleaner. Your idea for cooperative advertising along these lines is an excellent one, and it is being done in some areas.—EDITOR

Help From Readers

To the Editor:

Allow us to congratulate you on your monthly feature, "Our Readers Say." We find a lot of information in it that we will find very useful in several weeks when we begin to operate our drycleaning service.

LEOPOLD FARAND
Teinturier "NEL Dyer" Enrg.
Granby, P. Q., Canada

Belgian Fan

To the Editor:

Thank you very much for your information you gave me concerning "Chemical Clarification."

Eight days ago I received your nice booklet "Guide to Construction and Remodeling." I find it very interesting and could use some of the ideas.

May I ask you to send me your other booklet, "Guide to Plant Layout."

ANDRE VLOEBERGH
Mechelen, Belgium



Now you can get ...

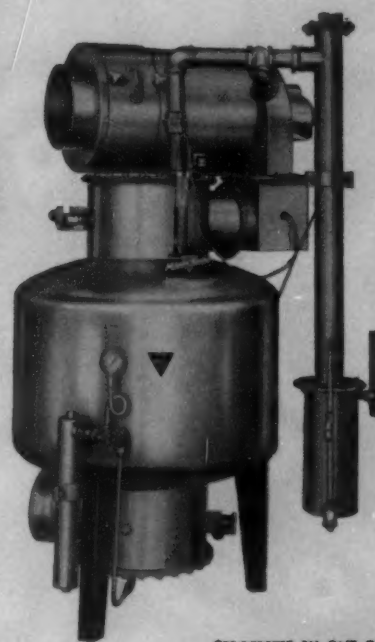
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This amazing new Vic machine actually gets the otherwise wasted solvent **RIGHT BACK OUT OF THE AIR . . .** saves actually barrels of money . . . pays for itself **QUICKLY** from the solvent savings. Thoroughly field-tested, the Vic Mileage-Booster Vapor-Adsorbing Machine has actually proved that with proper control and operation, dry cleaners can stretch their solvent to almost unbelievable lengths.



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How Butler sales promotion
package got a new dry cleaner

OFF TO A FLYING START

The management of this brand new Butler Package Plant at Park Forest, Illinois (Chicago suburb) walked into a challenging situation with their eyes open.

"We knew that numerous other dry cleaners had become well entrenched in this suburban community over the past years," says Jim Maros, owner. "But we knew, too, that if we could attract hundreds of people into our new plant to see our new equipment in operation, we would be well known right from the start. Then, we could easily prove the superiority of our quality services."

How to focus public attention on the new cleaner? Butler Manufacturing Company had the answer—Butler's Big Top Open House sales promotion package. This tested and proved promotion has all the necessary materials to get any dry cleaner, new or old, off to a flying start! Direct mail invitations, newspaper ad mats, radio scripts, window banners and decorations, outside pennants, life-size mechanical talking clown, balloons, clown face mask giveaways—all supplied by Butler.

Does this promotion work? Here's what Mr. Maros says:

"During the two days of the Big Top, we never paused. A steady stream of 1,162 people brought in over \$1,200 worth of cleaning. I've never seen anything like it! And the comments we've received on our quality and service have been very gratifying. Yes, I'd say we're off to a flying start."

In addition to the Big Top, Butler customers also qualify for a complete year-round advertising and sales promotion program including direct mail and hard-hitting traffic building promotions.

Would you like to profit from Butler's Gentle-Clean advertising and sales promotion programs? You can . . . and your Butler representative will be glad to show you how. Consult him, or mail the coupon below for full information.



Remember—Everyone is interested in your business
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